



DIGITAL PLACE-BASED ADVERTISING ASSOCIATION

APPENDIX A:

**DPAA® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: TouchTunes Interactive Networks

Research Provider: Nielsen

Commissioned by: TouchTunes Interactive Networks

Dates fieldwork was conducted (month, year):
(Began): July 2010 (Completed): July 2010

Purpose(s) of the study:

- | | | | |
|---------------------------|-------------------------------------|-------------------------|--------------------------|
| Audience Measurement | <input checked="" type="checkbox"/> | Programming | <input type="checkbox"/> |
| Reach & Frequency | <input type="checkbox"/> | Attitudes | <input type="checkbox"/> |
| Advertising Effectiveness | <input type="checkbox"/> | Lifestyles | <input type="checkbox"/> |
| Total Venue Traffic | <input type="checkbox"/> | Product Purchase | <input type="checkbox"/> |
| Advertising Engagement | <input type="checkbox"/> | Inter-media Comparisons | <input type="checkbox"/> |
| Other | <input type="checkbox"/> | | |
- Please specify: _____

Planned Study Frequency:

- Quarterly Semi-annual Annual Bi-annual One-time
- Other:
-



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Vehicle Audience Metrics:

Please indicate which dimensions of the medium's audience were measured. For each, describe in detail how the metric was captured:

- **Vehicle Traffic** Yes No
[Vehicle Traffic is Presence, being in the Vehicle Zone, a location from which the vehicle is visible, and when appropriate, audible]

Survey respondents are asked if they spent time in the Vehicle Zone
- **Notice** Yes No
[Looked at the vehicle during the time for which the person was present]

Respondents are asked if they noticed Vehicle
- **Vehicle Zone Dwell Time** Yes No
[The number of seconds the viewer is in the Vehicle Zone, a location from which the vehicle is visible, and if appropriate, audible]

Respondents are asked time spent in Vehicle Zone
- **Venue Traffic Counts** Yes No
Source of Venue Traffic Counts:

- **Were any third party data used in this study, such as government, industry or venue owner statistics?**
Yes No
If yes, please provide details of the source(s) used and how these data were applied:

- **Vehicle Audience Calculation:**
How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?





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Vehicle zone dwell time is used to estimate the total minutes spent in the vehicle audience. This is used with the notice to estimate the number of people in the vehicle audience during the average minutes. Audience is then integrated with transactional data to determine average minute audience.





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Reach & Frequency Metrics:

Please identify the Reach and Frequency metrics provided, the data captured for this purpose and the method of calculation.

Reach and Average Frequency:

Yes No

If yes, describe the data captured and the method of calculation used:

Frequency Distribution

Yes No

If yes, describe the data captured and the method of calculation used:





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B. DETAILED METHODOLOGY REVIEW

I. Type of study design (please check all that apply):

- Probability sample [sampling units at every level selected randomly]
- Non-probability sample [one or more sampling units selected non-randomly]
- Stratified
- Clustered
- Other: _____

II. Data Collection Method (please check all that apply):

| | | For which metrics or metrics dimensions: |
|--------------------------------------|-------------------------------------|--|
| Personal Interview – in-home | <input type="checkbox"/> | _____ |
| Personal Interview-at work | <input type="checkbox"/> | _____ |
| Personal Interview – venue Intercept | <input checked="" type="checkbox"/> | Vehicle Traffic, Vehicle Notice, Vehicle Dwell |
| Technology-based passive counting | <input type="checkbox"/> | _____ |
| Manual passive counting | <input type="checkbox"/> | _____ |
| Internet | <input type="checkbox"/> | _____ |
| Telephone | <input type="checkbox"/> | _____ |
| Mail | <input type="checkbox"/> | _____ |
| Other | <input type="checkbox"/> | Please specify: _____ |



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III. Study Universe:

Please enter the specific population to be represented (e.g., Total adults in the U.S, vs. individuals with defined characteristics, such as women in a given market, hotel guests, mall shoppers, etc.)

Adults at locations with TouchTunes screens in selected markets

IV. Sample Frame:

Please describe the base from which respondents/sampling units are drawn (e.g., telephone households, internet users, health club members, shoppers at a specific mall):

All adults at sampled locations

V. Selection of Locations:

Please indicate how geographic areas, venues and specific locations were selected for the sample:

| Market | Venue | Specific Location Selection Rationale |
|--------------|-----------------------------------|--|
| Total U.S. | | |
| Top 15 DMA's | Locations with TouchTunes screens | Locations more likely to have foot traffic to complete target interviews |
| | | |
| | | |

Additional information on Selection of Locations attached.



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VI. Selection of Individuals:

Please indicate how individuals were selected at each of the selected sampling locations:

All adults exiting locations

VII. Target Populations' Sample Size:

Please enter primary targets and sample sizes. If sampling error estimates are available please append them to this document:

| Demographic target | Sample Size |
|--------------------|-------------|
| Total Adults | 504 |
| | |
| | |
| | |
| | |

Additional information on Target Populations' Sample Size attached.





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VIII. Response Rate (for probability samples only):

The number of completed interviews as a percentage of the originally designated respondents, less those disqualified, as recommended by AAPOR. A detailed response rate calculator can be downloaded from this page of AAPOR's site:

<http://www.aapor.org/responseratesanoverview?s=response%20rate%20calculator> . A simplified version of this calculation follows:

| Sample Disposition | % of Starting Sample |
|--|----------------------|
| (a) Completed interviews/observations | 76 |
| (b) Incomplete interviews/observations | |
| (c) Refusals | 6 |
| (d) Non-contacts among known eligibles | |
| (e) Non-response among other known eligibles | |
| (f) Non-response among sample of unknown eligibility | 14 |
| (g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted | 73 |
| (h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$ | 82 |

IX. Were incentives used?

Yes No

If yes, please describe:

\$5 cash





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X. Was in-tab sample data weighted?

Yes No

If yes,

Was probability of selection weighting employed?

Yes No

▪ Range: 1000 to 10000

Was non-response weighting employed?

▪ Range: ____ to ____

Was sample balancing weighting employed?

▪ Range: ____ to ____

XI. Are materials available for review?

Questionnaire forms Yes No

Fieldwork instruction forms Yes No





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Signature : 

