

# Out-of-home Video Advertising Bureau

535 Madison Ave. 20<sup>th</sup> Floor, New York, NY 10022  
www.ovab.org | 646-205-8525 | info@ovab.org

## APPENDIX A:

# OVAB® AUDIENCE METRICS RESEARCH DISCLOSURE FORM

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

### A. STUDY DESCRIPTION

Network: AMI Entertainment Network

Research Provider: The Nielsen Company

Commissioned by: Merit Industries, Inc.

Dates fieldwork was conducted (month, year):

(Began): March 30, 2009 (Completed): April 26, 2009

#### Purpose(s) of the study:

- |                           |                                     |                         |                                     |
|---------------------------|-------------------------------------|-------------------------|-------------------------------------|
| Audience Measurement      | <input checked="" type="checkbox"/> | Programming             | <input type="checkbox"/>            |
| Reach & Frequency         | <input checked="" type="checkbox"/> | Attitudes               | <input checked="" type="checkbox"/> |
| Advertising Effectiveness | <input checked="" type="checkbox"/> | Lifestyles              | <input type="checkbox"/>            |
| Total Venue Traffic       | <input type="checkbox"/>            | Product Purchase        | <input type="checkbox"/>            |
| Advertising Engagement    | <input checked="" 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]  
  
Respondents were screened for having spent time in the area(s) where the AMI Jukeboxes and/or Megatouch Video Games were located.
- **Notice** Yes  No   
[Looked at the vehicle during the time for which the person was present]  
  
Respondents were asked Notice AMI Jukeboxes and Look at Screens/Play songs and Notice Megatouch Video Games and Glance/Watch or Play games.
- **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 were asked total time spent in area with the jukeboxes and video games.
- **Venue Traffic Counts** Yes  No   
Source of Venue Traffic Counts:  
  
On-site traffic counting; visitor estimates developed from the survey data.
- **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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A ratio of exposures per play was developed from the survey data. Certified month "plays" of Megatouch Video Games and AMI Jukeboxes were provided by AMI Entertainment for each installed site during the report month.

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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 of past 4 week visits to this site was asked of site visitors. Frequency of visits is based on self-reported past visits, adjusted to eliminate a skew to frequent visitors.

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### Frequency Distribution

Yes  No

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

Data is provided broken by all the categories (age, gender)

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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:  Probability sampling for the day of week, time of day, week, site and intercept selection probabilities.

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

- Personal Interview – in-home
- Personal Interview-at work
- Personal Interview – venue Intercept
- Technology-based passive counting
- Manual passive counting
- Internet
- Telephone
- Mail

For which metrics or metrics dimensions:

\_\_\_\_\_

\_\_\_\_\_

For dwell time where the jukeboxes and video games were located, media engagement, ad recall, attitudinals, party size, past visits and demographics.

For producing weighted estimates.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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Other

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.)

Persons 18+ visiting the installed AMI Entertainment installed sites with jukeboxes and video games.

**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):

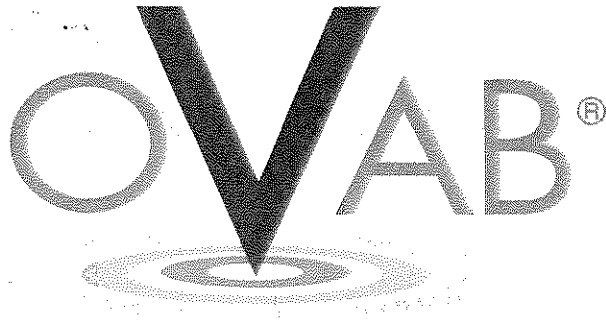
The sampling frame consisted of 5,739 bars and restaurants as of April 2008.

**V. Selection of Locations:**

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

Market	Venue	Specific Location Selection Rationale
<b>Total U.S.</b> Total U.S. (50 sites initially selected in 27 states; 36 site visits were permissioned and completed)	Bars and restaurants	The sampling frame was sorted by geography.

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:

The number of exits were pre-identified for each site. If more than one exit (and not in close proximity to each other), a coverage plan was determined either through rotating or staffing. Persons 18 years of age and older were approached by the field staff as they exited the site. The target respondents was screened for having spent time in the area with the jukeboxes or video games, as applicable. One to two interviewers intercepted every nth person 18+ exiting the site.

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## 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
<b>Total Adults</b>	
Persons 18+	317

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	317
(b) Incomplete interviews/observations	12
(c) Refusals	395
(d) Non-contacts among known eligibles	
(e) Non-response among other known eligibles	
(f) Non-response among sample of unknown eligibility	329
(g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted	
(h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$	30

## IX. Were incentives used?

Yes  No

If yes, please describe:

\$5.00 cash incentive



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## X. Was in-tab sample data weighted?

Yes  No

If yes,

Was probability of selection weighting employed?

Yes No

▪ Range: 3764 to 276647

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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## Contacts

### At Research Company

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### At Commissioning Company

Name: Mike Nickerson

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Phone: 215-826-1489

Name:

Email:

Phone:

Submitted by: Mike Nickerson

Title: VP Advertising

Company: AMI Entertainment, Inc

Date: 10/29/09

Signature :