



APPENDIX A:

**OVAB® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Movie Gallery/Hollywood Video

Research Provider: The Nielsen Company

Commissioned by: Access 360 Media

Dates fieldwork was conducted (month, year):
 (Began): December 10, 2008 Completed): December 23, 2008, January 9-11, 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 checked="" 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: To Be Determined

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]

 The Movie Gallery/Hollywood Video Network TVs were visible and/or audible throughout the store.

- **Notice** Yes No
 [Looked at the vehicle during the time for which the person was present]

 Respondents were asked Notice, Hear and Looked/Watched/Listened.

- **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 the store (Opportunity to See Area) this visit.

- **Venue Traffic Counts** Yes No
 Source of Venue Traffic Counts:

 An on-site traffic enumeration of persons 12+ exiting the sample stores was used to produce weighted study estimates. Traffic was calculated from the weighted estimates and Retailer-provided Transaction 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?

On-site exit interview data was integrated with Retailer-provided transactions to produce traffic and audience.



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 month visits to Movie Gallery and Hollywood Video stores was asked of store visitors this visit. Frequency of visits is based on self-reported past month visits, adjusted to eliminate a skew to frequent visitors.

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, etc.)

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 time of day, day of week, week, site and intercept selection probabilities.

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

- | | |
|--|--|
| <p>Personal Interview – in-home <input type="checkbox"/></p> <p>Personal Interview-at work <input type="checkbox"/></p> <p>Personal Interview – venue Intercept <input checked="" type="checkbox"/></p> <p>Technology-based passive counting <input type="checkbox"/></p> <p>Manual passive counting <input checked="" type="checkbox"/></p> | <p>For which metrics or metrics dimensions:</p> <hr/> <hr/> <p>For dwell time in store, media engagement, length of engagement, ad recall, attitudinals, purchase behavior, party size and demographics.</p> <hr/> <p>For producing weighted estimates.</p> <p>A few Hollywood Video stores are connected to Game Crazy stores resulting in cross traffic. Counters at each exit were used to produce weighted visitor estimates to store(s), dwell times, notice/viewers to Network(s) and other estimates such as party size, frequency of visits and demos.</p> <hr/> |
|--|--|



Out-of-home Video Advertising Bureau

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

Internet

Telephone

Mail

Other

Please specify:



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 12+ visiting the installed Movie Gallery/Hollywood Video TV Network universe of sites.

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 initial frame consisted of 1,707 Movie Gallery and 1,293 Hollywood Video client-supplied installed stores.

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.		
Total U.S. (27 sample sites)	Movie Rental Stores (in shopping centers and free-standing buildings)	The sampling frame was implicitly stratified by Network and state. Twenty-seven (27) stores were selected.

Additional information on Selection of Locations attached.



VI. Selection of Individuals:

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

Hollywood Video stores include mainly standalone stores and a few stores connected to Game Crazy stores. Some connected stores have one main entrance and some have an entrance/exit on each side (Hollywood Video and Game Crazy). For stores with two doors, a counter and an interviewer were assigned to each door. Every nth Person 12 years and older was approached by the field staff as they exited the site. The target respondent was screened at each door for having spent time in Hollywood Video and/or Game Crazy this visit. Based on their visit response, they were asked dwell, media engagement, etc. for each store, as applicable.

For Movie Gallery stores and Hollywood Video standalone stores, the number of exits was also pre-identified for each site. If more than one exit (and not in close proximity to each other), a coverage plan was pre-determined either through rotating or staffing. Persons intercepted were screened for having spent time in the store this visit.

The sample disposition (Section VIII) includes Movie Gallery, Hollywood Video and Hollywood Video+Game Crazy combined stores.

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
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Total Adults	
Persons 12+	449 Movie Gallery and Hollywood Video Respondents

Additional information on Target Populations' Sample Size attached.



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	575
(b) Incomplete interviews/observations	
(c) Refusals	1093
(d) Non-contacts among known eligibles	
(e) Non-response among other known eligibles	
(f) Non-response among sample of unknown eligibility	
(g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted	
(h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$	34

IX. Were incentives used?

Yes No

If yes, please describe:

\$5 Retailer gift cards

X. Was in-tab sample data weighted?

Yes No

If yes, Yes No

Was probability of selection weighting employed?

- Range: 600 to 264943

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



Contacts

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Name:
Email:
Phone:

Submitted by:
Title:
Company:
Date:
Signature :