



**APPENDIX A:**

**OVAB® AUDIENCE METRICS RESEARCH  
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

**A. STUDY DESCRIPTION**

Network: Steve Madden, My Gym, Ashley Furniture

Research Provider: The Nielsen Company

Commissioned by: Channel M

Dates fieldwork was conducted (month, year):  
 (Began): 05/09/2009 (Completed): 05/16/2009

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

- |                           |                                     |                         |                          |
|---------------------------|-------------------------------------|-------------------------|--------------------------|
| Audience Measurement      | <input checked="" type="checkbox"/> | Programming             | <input type="checkbox"/> |
| Reach & Frequency         | <input checked="" type="checkbox"/> | Attitudes               | <input 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:  \_\_\_\_\_

### 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 TV screens were located.

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

Respondent were asked notice of screens

---
- **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]

Respondent were asked total time spend in the area with screens

---
- **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:

Venue owner traffic averages were supplied to Nielsen by Channel M

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



Vehicle zone dwell time is used to estimate the total minutes spent in the vehicle audience. This is used with notice to estimate the number of people in the vehicle audience during the average minute. Audience was supplied as audience per 1,000,000 traffic as total venue traffic was not calculated.

---



**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:

Respondent recall of past visit behavior

---

**Frequency Distribution**

**Yes**  **No**

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

---

**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"/> | All metrics excluding traffic            |
| 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:                     | _____                                    |



**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.)

Total persons 12+ visiting the installed 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 sampling frame consisted of all stores installed with screens

---

**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. 29 sample sites	Steve Madden, My Gym, and Ashley Furniture locations	9 or 10 stores from each venue were selected from the total sample frame for each venue

Additional information on Selection of Locations attached.



**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 12 years of age and older were approached by the field staff as they exited the site. One to two interviewers intercepted every nth person 12+ exiting the site.

**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 12+	390

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	390
(b) Incomplete interviews/observations	4
(c) Refusals	1273
(d) Non-contacts among known eligibles	1045
(e) Non-response among other known eligibles	0
(f) Non-response among sample of unknown eligibility	0
(g) Estimate of eligibles among (f) this could come from the percent of eligibles among the sample that has been contacted	0
(h) RESPONSE RATE = $a / \{(b+c+d+e) + (g*f)\}$	16

**IX. Were incentives used?**

Yes  No

If yes, please describe:

\$5 cash incentive

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

Yes       No

If yes, Yes       No

Was probability of selection weighting employed?      

- Range: 197 to 9266

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

### At Research Company

**Name:** Paul Lindstrom  
**Email:** paul.lindstrom@nielsen.com  
**Phone:** 646-654-8474

**Name:** David Chester  
**Email:** david.chester@nielsen.com  
**Phone:** 646-654-8473

### At Commissioning Company

**Name:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_

**Name:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_

---

**Submitted by:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Company:** \_\_\_\_\_  
**Date:** \_\_\_\_\_  
**Signature :** \_\_\_\_\_