



APPENDIX A:

**OVAB® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Ripple TV

Research Provider: The Nielsen Company

Commissioned by: Ripple Networks, Inc.

Dates fieldwork was conducted (month, year):

(Began): October 1, 2007 (Completed): October 28, 2007

Purpose(s) of the study:

- | | | | |
|---------------------------|-------------------------------------|-------------------------|-------------------------------------|
| Audience Measurement | <input checked="" type="checkbox"/> | Programming | <input checked="" 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: _____



Out-of-home Video
Advertising Bureau

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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 any [CHAIN NAME]. Frequency of visits is based on self-reported past 4 week 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):

		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"/>	For dwell time in site, media engagement, party size, frequency of past visits and demographics. Other data obtained: ad effectiveness, shopper attitudes and programming preferences.
Technology-based passive counting	<input type="checkbox"/>	_____
Manual passive counting	<input checked="" type="checkbox"/>	For producing projectable traffic and audience.
Internet	<input type="checkbox"/>	_____
Telephone	<input type="checkbox"/>	_____
Mail	<input type="checkbox"/>	_____



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 14+ visiting the universe of Ripple TV stores (coffee/tea venues).

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 279 Ripple Network-supplied stores as of July 2007.

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.		
15 sample sites in 3 states (AZ, CA, WA)	Coffee/Tea stores	Stores were systematically selected with equal probability after sorting the frame by Chain, Geography and Yearly Sales Volume.

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 was 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 14 years and older were approached by the field staff as they exited the site. The target respondent was screened for age and having spent time in the store this visit. Two interviewers intercepted every nth person 14+ exiting the store for an interview attempt.

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 18+	540
Persons 14+	554

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	554
(b) Incomplete interviews/observations	2
(c) Refusals	1228
(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 = $a / \{(b+c+d+e) + (g*f)\}$	31

IX. Were incentives used?

Yes No

If yes, please describe:

\$5 [CHAIN] gift cards



X. Was in-tab sample data weighted?

Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>		
If yes,		Yes	No
Was probability of selection weighting employed?		<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪ Range: <u>438.7</u> to <u>382,893.8</u>			
Was non-response weighting employed?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Range: ___ to ___			
Was sample balancing weighting employed?		<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪ Range: ___ to ___			

XI. Are materials available for review?

Questionnaire forms	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Fieldwork instruction forms	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>



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