



APPENDIX A:

**OVAB® AUDIENCE METRICS RESEARCH
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

A. STUDY DESCRIPTION

Network: Casual Dining Restaurants

Research Provider: The Nielsen Company

Commissioned by: TargetCast Networks, Inc.

Dates fieldwork was conducted (month, year):

(Began): Septemer 29, 2008 (Completed): October 12, 2008

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 checked="" 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 Traffic * % Notice among Vehicle Zone Visitors = VEHICLE AUDIENCE
(Where Vehicle Traffic = Venue Traffic * % of Venue Traffic Visiting Vehicle Zone)



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 the restaurant. 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):

- | | |
|---|---|
| <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 type="checkbox"/></p> <p>Internet <input type="checkbox"/></p> <p>Telephone <input type="checkbox"/></p> <p>Mail <input type="checkbox"/></p> | <p>For which metrics or metrics dimensions:</p> <hr/> <hr/> <p>For dwell time in vehicle zone, media engagement, party size, frequency of past visits and demographics.</p> <p>Other data obtained: ad effectiveness, and respondent attitudes.</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
|---|---|



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 18+ visiting Applebee's restaurants installed with the TargetCast Network.

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 65 pilot Applebee restaurants with the TargetCast Network.

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.		
20 sample sites in 5 states	Applebee's	Sites were systematically selected with equal probability.

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 18 years and older were approached by the field staff as they exited the site. The target respondent was screened for age, not employed by Applebee's/market research/media or advertising company, and having spent time in the restaurant this visit. Two interviewers intercepted every nth person 18+ exiting the site 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+	317

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	317
(b) Incomplete interviews/observations	6
(c) Refusals	1054
(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 = $a / \{(b+c+d+e) + (g*f)\}$	23

IX. Were incentives used?

Yes No

If yes, please describe:

\$5 Applebee's gift cards

X. Was in-tab sample data weighted?

Yes No

If yes, Yes No

Was probability of selection weighting employed?

- Range: 194 to 2152

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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