



**APPENDIX A:**

**OVAB® AUDIENCE METRICS RESEARCH  
DISCLOSURE FORM**

(PLEASE ATTACH A TECHNICAL APPENDIX, IF AVAILABLE)

**A. STUDY DESCRIPTION**

Network: Zoom Fitness Digital Network

Research Provider: The Nielsen Company

Commissioned by: Zoom Media Corporation

Dates fieldwork was conducted (month, year):  
 (Began): April 13, 2009 (Completed): May 3, 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 type="checkbox"/>            | Lifestyles              | <input type="checkbox"/>            |
| Total Venue Traffic       | <input checked="" type="checkbox"/> | Product Purchase        | <input type="checkbox"/>            |
| Advertising Engagement    | <input 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 asked if they spent time in any area of the health club where the Zoom Fitness Digital Network was on a screen and/or the sound was audible

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

Respondents were asked Notice (if they noticed the Zoom Fitness Digital Network), and Looked/Watched/Listened (how long they looked at, watched, or listened to the network).

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- **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 how much time they spent in any area of the health club where the Zoom Fitness Digital Network was on a screen and/or the sound was audible.

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

Representatives from the health clubs send attendance counts (member card swipes) directly to Nielsen each month. The number of health clubs in the network will increase as more health clubs are added to the network.

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- **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:

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- **Vehicle Audience Calculation:**



How were the measured dimensions, as defined above, combined to calculate Vehicle Audience?

Data collected from the Online Survey (demographics, vehicle zone presence, notice, dwell time, etc.) is integrated with monthly attendance data from installed clubs to produce average and gross minute exposures to the digital network.

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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 week visits to the health club was asked. Frequency of visits is based on self-reported past week 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 in standard demographic breaks (age, gender, HHI, etc.)

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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 time of day (recruitment daypart), day of week, week, site, and recruitment 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 checked="" type="checkbox"/></p> <p>Telephone <input type="checkbox"/></p> | <p>For which metrics or metrics dimensions:</p> <hr/> <hr/> <p>On-site recruitment for an online survey.</p> <hr/> <hr/> <p>The measurement consisted of an on-site recruitment for an online survey. Postcard invitations with a survey web address were distributed among an nth sample of visitors 12+ as they exited the club.</p> <hr/> <hr/> |
|---|--|



# Out-of-home Video Advertising Bureau

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[www.ovab.org](http://www.ovab.org) | 646-205-8525 | [info@ovab.org](mailto:info@ovab.org)

Mail

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 16+ visiting the installed Zoom Fitness Digital Network universe of clubs.

**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 853 client-supplied installed sites.

**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.		
30 Clubs throughout the U.S.	Health Clubs	The sampling frame was implicitly stratified by DMA and zip code.

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. To prevent errors in age identification by the research staff, a random sample of persons 12+ exiting the site, (excluding staff, delivery personnel, etc.) were handed a postcard invitation as they exited the site even though the study only measured persons 16+. (Due to legal considerations, 12-15 year olds were not eligible to complete the survey.) The invitation had a web address to go online and complete a survey within 48 hours of exiting the club. The sample recruitment dayparts were half of the site open hours between 5:30am - 11:30pm.

**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 16+	1,039

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	1039
(b) Incomplete interviews/observations	
(c) Refusals	
(d) Non-contacts among known eligibles	
(e) Non-response among other known eligibles	2853
(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 = $a / \{(b+c+d+e) + (g*f)\}$	27

**IX. Were incentives used?**

Yes  No

If yes, please describe:

\$20 Amazon.com certificate

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

Yes       No

If yes, Yes       No

Was probability of selection weighting employed?      

- Range: 3,344.22 to 26,321.14

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:**

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**Submitted by:** Lee Levitz

**Title:** VP Marketing

**Company:** Zoom Media & Marketing

**Date:** 10/19/2009

**Signature :**