

M R C C REVIEW

The newsletter for all media professionals

Looking Back and Planning Ahead

To continue an insightful tradition, we asked some notable figures in the media research industry for their thoughts as we begin a bright new year.

This year's participants include:

Judy Bahary – Vice President, Captivation Director, Starcom Mediavest Group

Jim Tobolski – Vice President, Agency/Advertiser Services, Arbitron, Inc.

Roger Baron – Senior Vice President, Director of Media Research, DRAFTFCB

Pete Doe - Vice President, Analytics &

Modeling, Nielsen Media Research

Scott Turner – Senior Vice President, Agency Sales, MRI

Nic Covey - Marketing Analytics & Development Manager, Nielsen Games & Nielsen Mobile

Gian Fulgoni – Chairman and co-Founder, comScore, Inc.

1) What would you say was the biggest media research news in 2007?

• I have to pick one? How about 4? Improved measurement and metrics...second-by-second commercial ratings for TV, passive measurement in radio, issue-by-issue for print, and accountability at the forefront of our discussions. (Judy)

• I'm a little biased, but I'd have to say the launch of meter measurement for radio is the biggest media research news in 2007. PPM has played a significant role in how radio research is viewed and will be used by planners, buyers, and sellers. That said, PPM's full impact in the industry won't be realized until it is in the top 10 markets and aligns with Nielsen's LPM markets. That will be a significant step in 2008. (Jim)

• The acceptance of the commercial rating as currency for national television buys, even though elements of it have not been accredited by the MRC, and even though (or perhaps because) the numbers aren't much different from the Live+7 ratings. (Roger)

• For a lot of people who didn't really think it through, I think the biggest news was the realization that DVRs are not the end of the world as we know it. But for the rest of us who ignored the hype, Nielsen and Google signing a deal to work together. (Pete)

• The shift to C3 ratings (commercial ratings including 3 days of DVR playback) for the 07-08 television year was the most significant development in a year of constant changes. C3 would be closely followed by other initiatives including set-top box data from Tivo and TNS, LPM and PPM rollouts & the introduction of Issue Specific Magazine Audience measures from MRI. (Scott)

• The release of the study by comScore that helped explain the apparent discrepancy between the unique visitors reported by web site publishers based on their server logs and the unique visitors reported by panel based audience research sources like comScore. comScore found that 31% of internet users delete their cookies at least once a month, and do so an average of 4 times. Without a cookie, the server cannot tell that a visitor has been to the site before and thus counts the return visit as a first time visit, thus overstating unique visitors and the potential reach of their site. The study found that across all U.S. homes,

continued on page 3

MRCC OFFICERS

President, Julia Johnston
(630) 967-8237
jam.johnston@hotmail.com

VP Programs, Jennifer P. Rhodes
Starcom Worldwide
35 W. Wacker Drive
Chicago, IL 60601
(312) 220-5407
jenhodges@starcomworldwide.com

VP Administration, Matthew Hodges
Telmar Information Services
401 N. Michigan, Suite 1200
Chicago, IL 60611
(312) 840-8563
mhodes@telmar.com

Treasurer, Danny R. Miletic
Comcast Spotlight
444 N Michigan Avenue
Chicago, IL 60611
(312) 327-5603
danny_miletic@cable.comcast.com

Secretary, Danniele Meglen
MindShare
350 West Mart Center Drive
Suite 1270
Chicago, IL 60654
(312) 242-1199
Danniele.Meglen@Mindshareworld.com



Table of Contents
Upcoming Events..... 2
Meeting Information 2



Join the MRCC

You know you like it. You know you want it.
So go ahead and do it!

Membership Plans

Individual memberships - \$30 for one year / \$50 for two years.

Corporate memberships - \$325 for one year.

Check out www.mrcc-online.com for benefits and to sign up.

Top Ten Reasons to Join the MRCC

1. Best place in the midwest to hear what's happening in the world of media research.
2. Once a month you'll get a real lunch break
3. Great food - and all you can eat of it!
4. Chance to catch up with the latest gossip before the luncheon
5. Procurement/financial officers love it when you tell them you're going somewhere at reduced (member) rates
6. You're supporting the only club of its kind in this part of the country
7. It's the best bargain around
8. It's the New Year - that means a new budget
9. It's cheaper and easier than joining the health club
10. We need you!

Get Involved!

Planning for the October Symposium starts soon! We are now recruiting great ideas and talented committee members. Call [Jen Rhodes](mailto:Jen.Rhodes@mrcc.com) at 312-220-5407 or [Julia Johnston](mailto:Julia.Johnston@mrcc.com) at 630-967-8237 today!

Monthly Luncheon Update

Beginning in February, the luncheon cost will increase \$5 for both members and non-members. Save by using PayPal. For PayPal users, the cost will remain the same at \$35 for members and \$45 for non-members.

The MRCC has made arrangements to accept credit cards via PayPal (Visa, MC, Amex, Discover). This must be done when registering online. Credit cards cannot be accepted at the door. Please be aware that there will be an additional 4% processing fee when paying by credit card.

January Meeting Notice

PLEASE RSVP!

Topic	A Review of 2007 Ad Spending and Upcoming Trends
Speakers	Henry Laura/TNS-MI
Date	Tuesday, January 8th, 2008
Place	Maggiano's Banquets 111 W. Grand Avenue The Amarone Room
Time	Noon to 2 p.m.
Price	\$35 member \$45 non-member \$5 additional charge for Walk-Ins
Menu	Buffet-style lunch
RSVP	FAX your reservation to 312-846-8277 or RSVP at www.mrcc-online.com by noon Friday, January 4th. Cancellations must be received by Noon on January 7th.

NOTE: Be sure to RSVP to guarantee yourself a seat. We can only handle a small number of walk-ins.

UPCOMING EVENTS

- January 8 – 2007 Ad Spend Review and Upcoming Trends
- February 12 – Channel Planning
- March 11 – Online Overview and Planning
- April 8 – TBD
- May 13 – TBD
- June 17 – TBD
- July 8 – Summer Outing
- August 12 – 2008 Fall TV Upfront Review
- September 9 – TBD
- October 14 – Biennial Symposium
- November 11 – TBD
- December 9 – Holiday Party / 2009-2010 Board Elections

the average internet user had 2.5 different cookies on their computers for one widely visited site like Yahoo! The result is that server data can overstate unique visitors by a factor of 2.5x in a month. (Gian)

2) Looking to the future, what do you see as your biggest challenge or opportunity in 2008?

- The Cubs in the World Series. (Judy)
- One of the challenges for traditional research providers will be to maintain their core service offerings while building relevance with emerging media. As the digital space continues to gain significant momentum, clients will be looking for usable insights on a multi-media level that includes traditional and non-traditional media vehicles. (Jim)
- The biggest research challenge will be incorporating cell-phone only households into the sample without drastically increasing the cost of the service. (Roger)

I think the biggest news was the realization that DVRs are not the end of the world as we know it.

- Integrating a huge amount of media and consumer information into a coherent whole for our clients. (Pete)
- The challenge for all research providers, including MRI, is to continue to provide reliable and insightful information to help advertisers better understand the value of their investment across consumer contact points. (Scott)
- At Nielsen Mobile, 2008 will mean putting mobile in context. It's a challenge and an important opportunity for us. This year we'll go further to relate our mobile audience metrics to consumption on Nielsen's other measured media. By this time next year, our clients will understand the interplay between media on the phone, the TV and the computer. (Nic)
- The biggest opportunity for 2008 will be the growing understanding by traditional advertisers that online advertising drives offline sales. Consumer's time spent on the internet is rivaling their time spent watching television. As traditional advertisers realize that online ads can have significant impact on their offline sales, more ad dollars will shift to online media. But this will require proof of the ROI that Internet marketing campaigns can generate. (Gian)

3) With the ever-expanding media consumption options available today, how, if at all have your personal media habits changed over the past year?

- Mobile, PVR, iPod, Facebook, Blackberry – 24/7 access to content and people. But I still carry my magazines!!!!!! (Judy)
- While I try to watch sports programming live, I tend to DVR 95% of the TV programming I do view. I've also added the Slingbox to my list of media viewing devices. This has been a phenomenal addition in terms of watching sports, must-see programming, when outside, while out on the patio, in the garage, or anywhere you have a computer and an internet connection." (Jim)
- "I watch a lot more travelogues on my HDTV set. And when I'm alone at lunch, I browse the internet on my new Blackberry while eating sushi. In the past I just stared at the menu card. (Roger)
- Less newspaper reading, more news from internet. (Pete)
- Although not as much as my 20-yr old daughter, I find myself enjoying music & comedy clips (Crowded House & Will Ferrell in particular) on You Tube much more than ever. In fact, I am looking for a device that will allow me to enjoy a You Tube-like viewing experience via my 40" HD Flat Screen. Know where I can find such a device? (Scott)

The challenge for all research providers... is to continue to provide reliable and insightful information to help advertisers better understand the value of their investment across consumer contact points.

- I'll remember 2007 was the year I gave up paying for music. Streaming music service Pandora and some occasional NPR should be enough to last me from here on out. (Nic)
- My consumption of hard copy newspapers has dropped to nil. I am able to gain a greater sampling of information by checking my RSS feeds and visiting the websites of my favorite publications. (Gian)

continued on page 4

SUPPORT YOUR LOCAL RESEARCHERS!

Advertise in the MRCC Review and reach the people that count.

For more information on how to place an ad in the newsletter, please contact

Bob Hodlick at (312) 583-5352
or bob.hodlick@imsms.com

4) What impact will the 2008 events have on your business? (Politicals, Olympics, continued writer's strike, etc)

- Regardless of any event there is a continued and increased need for accountability. (Judy)
- Political is an area where we recently created a new role focused exclusively on Political and Government business. Core qualitative and quantitative syndicated services as well as custom offerings have sparked a lot of interest in this area that will propel efforts in 2008 and beyond. Unbundling of creative and media within agencies, quantifying interactive and search advertising research and getting PPM launched in the top 10 markets will all have a significant impact on the way business is conducted in 2008. (Jim)
- The writer's strike, assuming it continues long enough to affect the 08/09 season, will be like a tsunami. Not that it will wipe television off the map, but the unintended consequences will cause changes in media behavior and the industry that will last forever. (Roger)
- More questions to answer, and answer in a hurry. (Pete)

- Event driven years such as 2008 present small tipping points for new media. New media applications built around blockbuster events should energize adoption of new platforms and expand the need for high-quality audience measurement on emerging media. (Nic)

Marketers need to understand consumer behavior and media usage in all the countries where they do business.

- One of the biggest factors for us in 2008 will be globalization. More businesses are expanding beyond their domestic markets. Marketers need to understand consumer behavior and media usage in all the countries where they do business. We are in a unique position to provide a window to behavior in the digital world in the 32 primary world markets. We are finding increasing demand for the international intelligence.(Gian)

5) What are your New Year's Resolution(s)?

- I don't make them, so I don't have to break them. (Judy)
- Find opportunities to stretch my core competencies in new areas such as the digital space. Spend more quality time with the family. After running the half marathon in 2007, I'd like to run the Chicago Marathon in 2008. (Jim)
- To learn all the features of my new Blackberry. (Roger)
- To travel less and play with my kids more. (Pete)
- On a professional level, increase the value of our customers' investment in MRI through innovative services and advanced analytic capabilities. On a personal level, I hope to see the ball – be the ball and get my CDGA Index below 15. (Scott)
- I'm going to leave the office by 6:00 most days. I'm a media researcher -- not a consultant. (Nic)
- Go to bed on time. Keep running every day. Appreciate my staff even more. (Gian) **MRCC**

Watch for our Quarterly MRCC Review starting in February!

We are still looking for one more editor for the MRCC Review. If you are interested, contact [Julia Johnston](#) at 630-967-8237 or [Susan Arl](#) at 630-368-4040.

FAX YOUR MRCC RESERVATION!

FAX TO: DANNIELE MEGLEN

If you would like to fax us your lunch reservation, please fill out the information below and fax it to the MRCC reservation line at 312-846-8277 by January 4th at noon.

Name _____

Company _____

Phone # _____

- Member (\$35) Non-Member (\$45)

No shows will be billed — cancellations must be received 24 hours prior to meeting.

The *MRCC Review* is published 5 times a year.

- Address changes:** Danny Miletic (312) 327-5603 Danny_Miletic@comcast.com
- Advertising:** Bob Hodlick (312) 583-5352 bob.hodlick@imsms.com
- FYI:** Steve Later (312) 385-6734 steve.later@nielsen.com
- Membership:** Renew or Register at www.MRCC-Online.com or contact Danny Miletic, (312) 327-5603 Danny_Miletic@comcast.com
- Editorial:** Susan Arl SArl@tribune.com