



## Client Communication

July 7, 2005

### **Nielsen Media Research Announces Interval for Time-Based Prompt**

Nielsen Media Research today announced that it will implement a time-based prompting interval of 42-minutes in the rollout of Active/Passive (A/P) meters in its People Meter samples. Currently, the People Meter prompts panel members when a channel is changed; newer digital technologies render the concept of a channel obsolete. The People Meter used with A/P must now prompt respondents based on a time interval.

The first A/P Meters which use the time-based prompt will be installed in the National and Local People Meter samples in the latter half of July. The newly installed A/P homes will be rolled into the samples as they are installed, after going through all standard procedures.

Earlier this year, Nielsen tested two intervals in test panels – a 21-minute prompt and a 42-minute prompt – and presented the results to clients. Since that time additional research was undertaken, which included an in-panel coincidental, a qualitative survey, and in-depth data analyses. Although time-based prompting is used in many countries throughout the world, our searches for published research regarding optimal intervals or their effect on panel behavior did not yield any results. This research represents a major contribution to the understanding of the effects of time based prompts.

In reaching this decision, Nielsen worked closely with a small steering committee, which is generally supportive of the selection of the 42-minute interval. The committee was composed of clients from various industry segments – broadcast, cable and advertising agencies – and representatives from the Media Rating Council (MRC):

Tim Brooks- Lifetime	Mary Hall- The WB
Artie Bulgrin- ESPN	George Ivie- MRC
Kathy Crawford- Mindshare	Pat Liguori- WABC
Nancy Gallagher- NBC Universal	Ceril Shagrin- Univision
David Gunzerath- NAB	Anthony Torrieri- MRC

Research into the optimal interval for time based prompting will continue. The next steps are to increase the size of the test samples to facilitate the analysis of key population segments, and to look into differential prompting intervals.

Please contact your Nielsen Media Research representative with any questions you may have.