

## **Does Better Measurement Benefit the Medium?**

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### **Background**

Logic might suggest that improvements to a medium's measurement would result in that medium being better able to compete against others. With improved measurement, the argument goes, advertiser confidence in its delivery would be improved - paving the way for increases in advertiser usage of the medium. However, countervailing arguments might suggest that new measurement offers the potential to show reduced audiences and lesser value, that when stability of measurement is disrupted the immediate result is reduced confidence – or even, for the more cynical, that media allocations have rarely been the result of logic in the first place.

Intrigued by this question, we set out to examine whether we could find relationships between improvements to currency measures for traditional media in the U.S. and U.K. and spending in the measured media. Because of the rapid growth of online – and the implications for spending in other media – we excluded it from our analysis. Since the rapid adoption of the Internet is similar to the adoption of television in the 1950s and early 1960's we began our analysis in 1963 when television penetration reached 90% and syndicated measurement of magazines and national newspapers was introduced to the U.S. We took historical data on ad spending, collected a history of measurement for each medium, and developed a relative growth index to indicate whether the medium for which measurement improved outperformed the traditional media average. We looked at performance relative to this average for the:

- Year in which the change occurred
- Year after the change occurred
- Three years after the change occurred

As part of the process, we also looked for relationships between allocations and a single or multiple currencies. In the U.S. ratings services are accredited by the Media Ratings Council. Since MRC accreditation should also have an impact on advertisers' confidence in measurement, we also looked at whether it had an apparent impact on allocations.

We were greatly helped in our efforts by the belated discovery of **Audience Ratings-Revised Edition** (Hugh Malcolm Belville, Jr., Lawrence Erlbaum Associates, 1988) and by Bob Coen of Magna Global and Universal McCann for supplying much of the ad spending data we used for our analysis. We were also fortunate to be assisted in our data collection efforts by Guy Consterdine, Robert Hulks, Joe Agresti, Julian Baim, Tom Birch, Jim Collins, Paul Donato, Erwin Ephron, Marianne Grogan, George Ivie, Gregg Lindner, Gale Metzger, Karen Ring and Joel Philport. Paul Burkey was an important contributor to the analysis. However, we must stress that the conclusions are solely our own and any errors are our sole responsibility.

### **Currency Measurement in the U.S.**

In the beginning, was the Audit Bureau of Circulation. While we don't think of ABC as a syndicated audience measurement service, it actually served as the impetus for the first audience measurement of radio audiences, which began developing on an ad hoc basis in the late 1920's.

Because radio had nothing similar to ABC, it was perceived to lack the legitimacy of print. To allow the new medium to compete more effectively, advertisers founded the "Cooperative Analysis of Broadcasters" – or CAB – in 1930 to measure studies in major US cities under the guidance of Archibald Crossley. It was the first syndicated audience measurement service in the US and used telephone interviews to collect 24 hour recall among households using radios. In 1934, a competing service launched by Clark-Hooper, Inc. was funded by magazine executives who felt the CAB ratings overstated radio audiences. The new service used telephone coincentals to measure audiences as a percent of radio sets - and produced much lower ratings than those of the CAB. Clark-Hooper was succeeded by CE Hooper, Inc. in 1938 after Clark lost interest in radio measurement. In 1941-42 an issue arose over the

treatment of those not at home. The CAB method excluded this group from the sample while Hooper treated them as not listening. At about the same time an assertion that the CAB technique “always rated less popular shows below the coincidental level” contributed to further concerns about the CAB approach. As a result, the two methods were employed concurrently by the CAB supported for two years, until in 1946 it folded and CE Hooper (whose partner Clark had previously withdrawn from the firm) acquired the former CAB accounts and the Crossley method was jettisoned.

Amidst all of this intrigue, an important backstory was developing. In 1936, A.C. Nielsen acquired the rights to the Audimeter from two MIT professors Robert Elder and Louis Woodruff. The Audimeter could record when a set was in use, as well as the station to which it was tuned. In 1942, Nielsen began metering radio households in a portion of the U.S. representing roughly 25% of the population. By 1949, he had picked up a formidable base of clients and was able to produce nationally projectable ratings. Nielsen bought Hooper’s national ratings service in 1950. 1950 was the same year in which Nielsen launched his measurement of television audiences. In 1954, he introduced the Nielsen Station Index (NSI) for local measurement of both radio and television. Sample households maintained diaries, with the assistance of a Recordimeter, which reminded participants to fill-out the diaries and measured set-usage to provide a basis for comparison and rejection of diaries with significant misstatement. Markets were expanded over time and by 1958 markets were being added without accompanying Recordimeters. In 1962, with radio listening on the wane, Nielsen discontinued quarter hour ratings. As result, many clients cancelled. Nielsen exited the market for local radio measurement in 1963 and for national measurement in 1964.

In the 1950’s there was broad discomfort regarding the often large discrepancies for both television and radio between ratings put forth by different companies. In some cases the integrity of the measurement services themselves was questioned, and committees were established by the National Association of Broadcasters (NAB) and the Advertising Research Foundation (ARF) which proposed tests to resolve these issues. The tests were never funded. As a result, broadcasters were able to interest members of congress in conducting an investigation and a non-productive one day hearing into ratings methods was held in 1958.

In 1958-59 TV Quiz programs were found to be rigged, focusing more attention on the issue. In 1960, the Federal Trade Commission (FTC) began its own investigation - perhaps the first audit of media ratings services - which resulted in the signing of consent decrees by Nielsen, ARB, and Pulse in December of 1962. Also in 1960, Representative Oren Harris of Arkansas, who chaired the Committee on Interstate and Foreign Commerce, became interested in the issue. These events led to the formation of the Committee on Nationwide Television Audience Measurement, founded in 1963 by the three networks and the National Association of Broadcasters to study television audience measurement. CONTAM was active until 2003.

The Harris investigation, which involved eminent statisticians, culminated in extensive and detailed public hearings on ratings methodologies in 1964. The results were a surprise to many – especially the networks – and resulted in the formation of the Broadcast Ratings Council, the precursor to today’s MRC. Another outgrowth of the hearings, now enforceable via the BRC, was the requirement that measurement companies “say what they do and do what they say”.

During the ‘60s other measurement systems for network radio also came into being. Sindlinger offered a syndicated service for network radio from 1962-1967. It was supplanted by RADAR, a new syndicated service organized by representatives of the four major radio networks, which released its first study in the spring of 1967 and which used a national RDD sample with daily telephone call-backs among a pre-recruited sample to collect continuous data. By 1972, SRI – a company founded by Dr. Gerald Glasser and Gale Metzger - assumed control of the RADAR project.

When Nielsen bought the national ratings service from Hooper in 1950, he allowed Hooper to retain local ratings – where yet another competitor was already gaining momentum. Pulse used personal interviews and a program roster to collect recall information for all radio listening – including that in cars and other out-of-home – from both telephone and non-telephone households. Pulse grew gradually to become the dominant local measurement service

in the sixties, but began losing market share to Arbitron after it launched its service in 1967. Arbitron relied on diaries to produce audience ratings for local stations.

Pulse ceased operations in 1978. In 1979, Thomas Birch launched yet another service to attempt to compete with Arbitron in the local arena, focusing on ad agency usage of its data. It used day-after recall collected via telephone and proved itself a viable competitor. Birch was a strong secondary presence in local radio measurement at the time of its sale to VNU in 1987. VNU merged Birch into its Scarborough unit. In 1992, Arbitron purchased a 50% interest in Scarborough. In 2001, Arbitron acquired RADAR, consolidating national and local US radio measurement. The next big event occurred when they began rolling out PPM measurement in Philadelphia and Houston in 2007, followed by the addition of new markets in each of the following years until they were providing coverage of 48 of the top 50 US markets in 2010.

In contrast to the history of radio currency measurement, that for national television is slightly more straightforward, being largely – if not entirely – vested with Nielsen with little disruption since 1950. After the introduction of Audimeter measurement in 1950, and the NSI in 1954, the next major improvement in Nielsen television measurement occurred in 1973, when Storage Instantaneous Audimeters began providing faster more granular data.

The next major advance was with Automated Measurement of Line-ups in 1984. This was also the year that Nielsen began testing Peplemeters, which were fully introduced to the US by AGB in 1985. In 1987, Nielsen introduced Peplemeters and AGB closed up shop. Between 2004 and 2009, Nielsen aggressively expanded sample sizes for the NTI from about 5000 in 2003 to more than 20,000 in 2009, as Peplemeters were introduced into local markets and integrated into the national sample. In 2005, Nielsen began measurement of DVRs and in 2007 launched the C3 measurement which includes live viewership + delayed viewing for the next three days.

However, Nielsen did not have local-market TV measurement entirely to itself. In 1949, James Seiler, who had been an employee of NBC, set up his own company using the name American Research Bureau, the name that NBC had been using for administration of its own surveys. Work that had been done for NBC's own stations was expanded and ARB started offering syndicated television measurement in an assortment of markets in the Midwest and Eastern U.S. ARB using the telephone interviews to recruit diarists. In 1951 ARB absorbed Tele-Que, which offered a similar service for television stations on the West Coast and in 1955 acquired Hooper's flagging local measurement. ARB launched a service using an instantaneous meter in NY in 1957, but the meter not only infringed upon Nielsen patents, but was also plagued with technical difficulties. By 1961, ARB was measuring every market and was producing national sweeps twice yearly using a diary. Its techniques were the same as those with which the company had started, but the accompanying demographic data had greatly expanded. ARB had a couple of changes in ownership in the 1960's that significantly weakened the company, and changed its name to Arbitron in 1973. In 1976, they introduced a new meter manufactured by then-parent Control Data Corporation and competed effectively with Nielsen's NSI until 1986, when Nielsen began to pull ahead. In 1993, they discontinued local TV ratings leaving Nielsen with a monopoly at the national and local level.

In the '30s and '40s, Alfred Politz conducted several studies for LIFE Magazine that "discovered" RPC and documented that a magazine copies generate multiple readers. Shortly after the introduction of television audience measurement, we saw the beginning of a series of small scale studies of magazine audiences for multiple magazines:

- 1952: W.R. Simmons measurement of six magazines
- 1955: Alfred Politz' measurement of 9 magazines
- 1956: Alfred Politz' measurement of 7 magazines
- 1958: Alfred Politz' measurement of 7 magazines
- 1959: Audits & Survey's study of weeklies

From the late '50s until early '60s a firm owned by Norton Garfinkle produced the Brand Rating Index, which included syndicated measurement of magazines. In 1963, Simmons introduced the Study of Media & Markets which measured a broad base of magazines and national newspapers. The following year, Nielsen produced a single never to be repeated study of 24 magazines. The TGI was introduced in 1972, and these two studies were merged in 1979 – the same year in which Timothy Joyce and Alain Tessier launched MRI's Study of the American Consumer. The MRI study – which competed directly with that of Simmons – featured a recent-reading methodology while Simmons employed through-the-book. The MRI methodology has remained essentially unchanged since its introduction in 1979. Simmons abandoned it's through the book method in 1994 and launched its own version of the recent reading methodology at that time. The new product failed to gain traction and Simmons retreated from magazine audience measurement in 1998.

In recent years, there has been significant activity and innovation in terms of magazine measurement in the U.S.

- Affinity Research launched its Vista measurement of magazine advertising in 2005 to assess effectiveness of individual ad insertions.
- MRI released issue specific readership in June 2007
- MRI acquired Starch in August 2008 and re- launched it as a syndicated study of ad recall in October 2008.
- MRI's currency measure is being used in combination with Starch and their Issue-Specific Study to measure the audience delivery of specific ads as of June 2009.
- This spring, Affinity launched the American Magazine Study to provide an alternative source of measurement of magazine audiences – including digital audiences.

While these subsequent studies have added substantially to the base of information available to planners in their assessments of print audience, MRI's core **Study of the American Consumer** remains the currency measure.

Local newspaper measurement was instituted about a decade after Simmons introduced its Study of Media and Markets, when they began producing local market indices for the Top 10 markets in 1972. In 1975, Scarborough which had been formed by Harold Israel and Jay Cohen (both of whom had previously worked for Simmons) launched a competing study of the top 10 markets. In 1983, 1985, and 1987 they conducted syndicated studies of the top 50 ADIs, the earlier of which were done in partnership with Simmons. When not partnering, the two companies competed head to head with studies focusing on the top 10-15 markets. In 1987, Simmons released its Study of Local Markets – which covered 56 market areas. In 1989, Simmons discontinued local newspaper measurement and sold its newspaper business to Scarborough. Scarborough expanded the base of markets served to 53 in 1993. The following year the company dropped its second telephone interview and in 1997, moved to continuous measurement. In 2001, they released their first national database. They added telephone internet measurement in 2005 and expanded their base of markets further in both 2006 and 2009. In 2010, they added cell-phone only sample to 10 markets to appropriately represent cell-phone only households.

Outdoor measurement was a late addition to our analysis, and documented historical data is limited. However, in 2010, data from the new Eyes On Measurement system was released to much fanfare, for the first time estimating the number of individuals who actually see (i.e. their eyes are turned to) individual billboards.

### **Currency Measurement in the U.K.**

The National Readership Study in the U.K. started in 1956 to measure both magazines and national newspapers. In the 1960's Joint Industry Committees were developed to oversee currency audience measurement for television (JICTAR, 1964), and readership (JICNARS, 1968) followed by one for radio (JICRAR) in 1974. OSCAR (1987) was the first committee for the measurement of Outdoor, followed by POSTAR in 1996. Typically, enhancements to the methodology accompany the implementation of the new contracts

For these measurement services we looked at changes in contracts as well as innovations in methodology. Among the substantive improvements have been:

**National Readership Survey:**

- 1984 The Extended Media List was introduced to allow for measurement of a larger number of publications
- 1992: CAPI was introduced
- 1998: Quality of Reading data was released for the first time
- 2003: Double-screen CAPI was implemented
- 2004: Follow-up self-completion questionnaires were introduced outside of London and within London incentives were increased to improve response rate.

**Television:**

- In 1968, AGB's newly designed meter allowed it to supplant Atwood as the JICTAR provider
- 1981: BARB, set up by ITV and BBC, began reporting with 3000 panel homes.
- 1984: BARB's Enhanced Measurement System, including push button becomes operational in Dec. with live viewing via the VCR included
- 1991: New BARB contract starts with 4,300 net panel homes with daily overnight data delivered electronically. VCR time-shift viewing introduced and added to live viewing to provide consolidated viewing. Guest viewing reported.
- 1997: BARB reports cable separately  
1999: BARB begins measurement of digital satellite, including interactivity; issues
- 2000: BARB begins measurement of ON Digital Platform; launches Lifestage Classifications; Begins measurement of digital cable platform
- 2002: Start of new BARB contracts with panel size increased to 5,100 homes and an all newly recruited panel
- 2004: BARB initiates full implementation of Sponsorship data in the Fall; introduces device to measure flat-screen TVs
- 2005: VOSDAL (Viewing On Same Day As Live) introduced as advertising 'currency'
- 2006: BARB commencement of Sky+ PVR reporting
- 2011: BARB announces roll-out of web TV viewing meter in 100 panel homes in second half.

**Radio**

- 1974: JICRAR (Joint industry Committee for Radio Audience Research) set up an annual sample of 20,000 individuals keeping diaries of listening by 15-minute segments with three sweeps per annum
- 1992: RAJAR (Radio Joint Audience Research) established by BBC and CRCA, the Commercial Radio Companies Association; contract awarded to Ipsos commences in 4th Quarter; 7 day self-completion diaries placed with all members of selected H/H's and both placed and collected by interviewers

- 1999: Second RAJAR contract with Ipsos commences in January, incorporating personalized diary; 1 adult per H/H, rolling measurement either 4,2 or 1 time a year based on station size
- 2007: Third RAJAR contract awarded to Ipsos (fieldwork) and RSMB (sample design and weighting); service commences with new diary with platform and location; changes to sample to produce greater stability. All stations reported quarterly

## **Outdoor**

- 1987: OSCAR (Outdoor Site Classification and Audience Research) launched; classification includes physical characteristics of all posters and numbers of people passing by leading to significantly lower audience estimates
- 1996: POSTAR (Poster Audience Research) launched to cover further improvements to audience estimates, notably Visibility Adjusted Impacts (VAI's)
- 1997: POSTAR drops NOP as preferred research contractor
- 2006: POSTAR includes audience estimates for London Underground
- 2012: Data from new Ipsos MORI contract including use of GPS technology to accurately record travel patterns and out-of-home exposure; sample size 10,000 interviews in the first year and 5,000 in subsequent years is slated to be released in early 2012.

## **What We Learned**

There is limited evidence to support a hypothesis that better measurement increases a medium's share of ad spending among traditional media. In the U.S., over the roughly 50 year time span, out of more than 20 significant improvements to the currency measure, six instances were found where the medium for which measurement improved increased its share of spending among traditional media in the three years following. One of these relates to the introduction of Nielsen's C3 measurement, which is confounded by other major methodological improvements – the greatly expanded use of Peplemeters and sample that occurred during an overlapping period, but may have also had a substantial impact.

### **Improvements to U.S. Measurement Followed By Improved Performance**

Year	Medium	Improvement	Index of Growth Relative to Traditional Media				
			Year Before	Year(s) Of	Year After	3 Years Before	3 Years After
1966	Radio	Arbitron began diary measurement of radio audiences	100	100	102	100	102
1967	Radio	Sindlinger succeeded by RADAR which uses daily call-backs among pre-recruited sample.	100	102	105	99	102
1979	Radio	Birch launches local measurement service using day-after recall data collected in telephone interviews.	100	96	102	99	102
2007	Radio	Arbitron begins PPM measurement in Philadelphia and Houston	98	100	97	97	99
1973	TV	Nielsen's Storage Instantaneous Audimeters provided faster more granular data	103	102	103	99	104
2004-2009	TV	Nielsen converts local markets to Peplemeters & integrates them into the NTI, increasing its sample size from 5000 to over 20,000.	101	104	107	103	NA

2007	TV	Nielsen launches C3	102	103	108	102	108
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Additionally, for neither magazines nor TV – the two media for which we had cases of both a single and multiple suppliers - did it appear to have any impact on allocations; nor does MRC accreditation appear to have an impact.



**Average Indices of Relative Growth Based on # of Currency Suppliers**

# of Suppliers	Newspapers	Magazines	TV	Radio-National	Radio-Local
One	98	99	99	100	101
Two or More	99	100	101	100	100

**Indices of Growth and MRC Accreditation**

Year	Service	Index of Growth Relative to Traditional Media				
		Year Before	Year(s) Of	Year After	3 Years Before	3 Years After
1965	Nielsen NTI	103	101	102	104	102
1968	Arbitron Diary	102	105	98	101	102
1987	Nielsen NTI Peoplemeter	101	98	101	101	101
1998	MRI	102	99	101	100	100
2001	Scarborough Newspaper & Radio	95	100	96	97	97

In the U.K. we found three instances where improved measurement appears to have perhaps had an impact:

**Improvements to U.K. Measurement Followed By Improved Performance**

Year	Medium	Improvement	Index of Growth Relative to Traditional Media				
			Year Before	Year(s) Of	Year After	3 Years Before	3 Years After
1984	Magazines	EML Method Introduced to expand number of publications measured and began grouping titles	92	98	101	94	100
1974	Radio	JICRAR sets up annual sample of 20,000 individuals to keep diaries of listening by 15 minute segments with 3 sweeps per annum	100	102	105	99	102

1992	Radio	First RAJAR contract commences in 4th Quarter; 7 day self-completion diaries placed with all members of selected HH and both placed and collected by interviewers.	98	102	119	101	115
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It is important to note that the recent changes to outdoor measurement in both countries are particularly noteworthy. We will be watching closely to see if there is an increase in the relative proportion of traditional media spending devoted to this medium in 2011 and subsequent years.

### Summary

While we were encouraged to see some examples of instances in which improved measurement appeared to have an impact, we were sobered by the fact that none of these instances involved print. It is important to note that changes to outdoor measurement in both the U.S. and the U.K. represent particularly substantive improvements in methodologies. While it is too early to assess their impact, we will be watching closely to see if there is an increase in the relative proportion of traditional media spending devoted to this medium in 2011 and subsequent years.

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**APPENDIX A: EVENTS IN CURRENCY MEASUREMENT – U.S.**

	Newspapers		Magazines		TV		Radio		Suppliers	
	Measurement	#	Measurement	#	Measurement	#	Measurement	Local	Nat'l	
1963			Simmons introduced SMM	1		2	Nielsen exits local radio measurement	1	2	
1964			Nielsen did a one-time study of 24 magazines.	2		2	Nielsen exits national radio measurement	1	1	
1965				1		2		1	1	
1966				1		2	Arbitron begins diary measurement of radio audiences; up until now Pulse has been dominant.	2	1	
1967				1		2	Sindlinger succeeded by RADAR which uses daily call-backs among pre-recruited sample.	2	1	
1968				1		2		2	1	
1969				1		2		2	1	
1970				1		2		2	1	
1971				1		2		2	1	
1972	Simmons local index; top 10 markets	1	TGI introduced	1		2		2	1	
1973		1		1	Nielsen introduces Storage Instantaneous Audimeters provided faster more granular data for Nielsen	2		2	1	
1974		1		1		2		2	1	
1975	Scarborough launches; top 10 markets, every other year.	2		1		2		2	1	
1976		2		1	ARB - now Arbitron introduced new CDC meter to compete with Nielsen NSI	2		2	1	
1977		2		1	Nielsen begins testing of Automated Measurement of Lineups (AMOL)	2		2	1	
1978	Birch launches local measurement service.	2		1		2	Pulse exits market	2	1	
1979		2	Simmons & TGI merge; MRI introduced	2		2	Birch launches local measurement service.	2	1	
1980		2		2	HH Penetration reaches 98%	2		2	1	
1981		2		2		2		2	1	

<b>1982</b>		2		2		2		2	1
<b>1983</b>		2		2		2		2	1
<b>1984</b>		2		2	Nielsen's AMOL become fully operational; Nielsen begins testing Peoplemeters	2		2	1
<b>1985</b>		2		2	AGB introduced Peoplemeters	2		2	1

	Newspapers		Magazines		TV		Radio	Suppliers	
	Measurement	#	Measurement	#	Measurement	#	Measurement	Local	Nat'l
1986		2		2		2		2	1
1987	Simmons releases Study of Local Markets covering 56 markets; Birch sold to VNU and merged with Scarborough	2		2	Nielsen launches Peoplemeters; AGB closes up shop	2	Birch sold to VNU and merged with Scarborough	1	1
1988		2		2		2		1	1
1989	Simmons discontinues measurement of local newspapers	1		2		2		1	1
1990		1		2		2		1	1
1991		1		2		2		1	1
1992		1		2		2	Arbitron acquires RADAR	1	1
1993	Scarborough measures 53 markets	1		2	Arbitron discontinues national TV ratings, leaving Nielsen with a monopoly.	1		1	1
1994		1	(Simmons discontinues through the book)	2		1		1	1
1995		1		2		1		1	1
1996		1		2		1		1	1
1997	Scarborough releases first results from continuous measurement	1		2		1		1	1
1998		1	Simmons exits currency measurement	1		1		1	1
1999		1		1		1		1	1
2000		1		1		1		1	1
2001	Scarborough releases first national database	1		1		1	(Arbitron begins testing PPM)	1	1
2002		1		1		1		1	1
2003		1		1		1		1	1
2004		1		1	2004-2007 Nielsen converted local markets to ppm and increased national sample to 22,000	1		1	1
2005	Scarborough added telephone internet measurement to create single source	1		1	Nielsen began measurement of DVRs	1		1	1

<b>2006</b>	Scarborough adds five markets to "top-tier" and six to "mid-tier" (one of latter group actually added in late 2005)	1		1		1		1	1
<b>2007</b>		1		1	Nielsen launches C3	1	Arbitron begins PPM measurement in Philadelphia and Houston	1	1
<b>2008</b>		1				1	PPM expands into 12 more markets	1	1
<b>2009</b>	Added 17 smaller markets	1				1	PPM expands into 19 more markets	1	1
<b>2010</b>	Added cell-phone only sample to 10 markets	1				1	PPM expands into 15 more markets, providing complete coverage of 48 of the top 50.	1	1

**APPENDIX B: EVENTS IN CURRENCY MEASUREMENT – U.K.**

	CONSUMER MAGAZINES & NATIONAL NEWSPAPERS	TELEVISION	RADIO	OUTDOOR
1968	JICNARS est. Ipsos-RSL as contractor thru 1973; added freq. of reading			
1969				
1970				
1971				
1972				
1973	BMRB wins NRS contract			
1974				
1975				
1976				
1977	Ipsos-RSL regained contract			
1978				
1979				
1980				
1981		BARB begins reporting w/3000 panel homes		
1982				
1983				
1984	EML Method Introduced to expand number of publications measured	BARB's Enhanced Measurement System inc. push button becomes operational in Dec.		
1985				
1986				
1987				OSCAR (Outdoor Site Classification and Audience Research) launched; classification of poster characteristics and traffic led to significantly lower audience estimates
1988				
1989				
1990				

1991		New BARB contract begins. VCR timeshift viewing introduced and added to live viewing to provide consolidated viewing. Guest viewing reported. 4,300 net panel homes		
1992	CAPI Introduced		First RAJAR contract commences in 4th Quarter; 7 day self-completion diaries placed with all members of selected HH and both placed and collected by interviewers.	
1993				
1994				
1995				
	CONSUMER MAGAZINES & NATIONAL NEWSPAPERS	TELEVISION	RADIO	OUTDOOR
1996				POSTAR (Poster Audience Research) launched to cover further improvements to audience measurement, notably Visually Adjusted Impacts (VAIs)
1997		BARB reports cable separately		POSTAR drops NOP as preferred research contractor
1998				
1999		BARB begins measurement of digital satellite - inc. interactivity	Second RAJAR contract commences in January; personalized diary; 1 adult per HH, rolling measurement either 4,2 or 1 time a year based on station size.	
2000		BARB begins measurement of ONDigital Platform; Awards new contract to Ipsos-RSL,RSMB and AGB SpA; Launces Lifestage Classifications; Begins measurement of digital cable platform		
2001				
2002		Start of new BARB contracts, panel size increased to 5,100 homes, all new panel recruited		
2003	Double Screen-CAPI implemented			
2004	Intro of self-completion questionnaires in London to improve response rate;	BARB test of first Sponsorship data starts, for full implementation in the autumn; Intros device to measure flat screen TVs; extends current contracts thru 2009		
2005				



<b>2006</b>	Intro of follow-up postal self-completion questionnaires to improve response rate elsewhere; increased incentive in London - both to inc. response rate.	BARB commencement of Sky+ PVR reporting		POSTAR includes audience estimates for London Underground
<b>2007</b>		New contract awarded beginning 2010	Third RAJAR contract commences; new diary with platform and location; changes to sample to produce greater stability. All stations reported quarterly.	
<b>2008</b>				New research contract awarded to Ipsos MORI including use of GPS
<b>2009</b>				
<b>2010</b>		New BARB panel commences reporting		