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# S•M•A•R•T™

(Systems for Measuring And Reporting Television)

## The New Standard in TV Ratings

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### ***What is S•M•A•R•T?***

S•M•A•R•T stands for Systems for Measuring And Reporting Television. With the business of television changing month by month – and the urgent need for a ratings system that will keep pace – the industry created S•M•A•R•T to rethink every aspect of TV measurement, from the equipment in panel households to the ways data are reported and analyzed. The result is a system that is simple, flexible, reliable, and uniquely positioned to meet the industry's future data needs.

### ***What is SRI and how is it related to S•M•A•R•T?***

Statistical Research, Inc. (SRI), is a leading market research company based in Westfield, New Jersey. Founded 30 years ago, SRI has conducted dozens of methodological studies on TV research for CONTAM (Committee On Nationwide Television Audience Measurement) and others. It also produces the RADAR network radio ratings and a variety of other advertising-related research. SRI created, implemented and manages the S•M•A•R•T ratings system.

### ***What makes S•M•A•R•T different?***

- ***Designed for people:*** S•M•A•R•T's in-home equipment is noninvasive (no TVs, VCRs, or cable boxes need to be disassembled at installation), easy to use, and designed to encourage the cooperation of viewers (such as children and visitors) who may be underreported by the current system. And, on the client end, S•M•A•R•T's reporting and analytical software makes it simple to find and use SRI data.
- ***Defined procedures & quality control:*** S•M•A•R•T applies clear rules to its measurement and monitors its data on a home-by-home, set-by-set, and person-by-person basis.

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- **Directly measures program source:** Because it reads a code transmitted with the television signal, the S•M•A•R•T system automatically knows the source of a given program – regardless of how that signal reached the home. With new channels and signal providers springing up every month, this kind of straightforward, uniform identification system is fast becoming essential.
- **Desktop data:** S•M•A•R•T's reporting and analysis software allows subscribers to create custom audience reports *at their desktops*, without the wait and added expense of ordering reports from the research company. It also offers the opportunity for reach-and-frequency calculations and real optimization on audiences to all TV programs, for both current data and media plans.
- **Methodological research:** S•M•A•R•T is committed to a continuing program of research on research (a.k.a. Core Research), including annual studies of how people use television and ownership of numerous home technologies. These surveys allow SRI to respond quickly to changes in viewing habits and other developments. To date the S•M•A•R•T Core Research program has produced 30 reports.
- **Future compatible:** Designed in collaboration with telecaster engineers, the S•M•A•R•T system represents what many feel is the best known way to measure television in the coming age of digital multistreaming. Safeguards – including backup encoders and round-the-clock monitoring – are an integral part of S•M•A•R•T's national source-identification system.
- **Client involvement:** Feedback from media, advertisers and agencies has been crucial at every stage of S•M•A•R•T's evolution. That feedback has come through briefings, committee meetings, on-site visits, and informal dialogues. Plans for the S•M•A•R•T national service also include a strong industry role in the governance.

### ***What has S•M•A•R•T done?***

Over the course of four years, SRI designed, installed, and operated a S•M•A•R•T TV research "laboratory" of up to 500 homes in the Philadelphia area. Ten major telecasters have transmitted over 170,000 hours of programming encoded with S•M•A•R•T's source identification code, and SRI delivered nine months of ratings data from 300 lab homes to its sponsors. Each sponsor has S•M•A•R•T software loaded on a desktop PC and is able to conduct unlimited audience analyses using the Philadelphia data. (Several sponsors have used their S•M•A•R•T analyses in client presentations.) Currently SRI is taking steps toward transforming S•M•A•R•T into a full-fledged national ratings service.

### ***Who is sponsoring S•M•A•R•T?***

The Philadelphia initiative had over 30 media, agency, and advertiser sponsors, many of whom are also backing the creation of the S•M•A•R•T national service.