



## **The ARF Launches Initiative To Study Digital Account And Device Sharing**

*The research project, sponsored by 605, Experian, Innovid, Neustar, The NPD Group, Verizon and VideoAmp, will produce a common set of unbiased measures defining account and device sharing and provide a holistic view into consumer habits*

**New York, NY (June 28, 2021)** – The ARF (Advertising Research Foundation) today announced a study designed to produce a common set of unbiased measures for defining digital device and account sharing and usage.

*The Study of Account and Device Sharing, sponsored by 605, Experian, Innovid, Neustar, The NPD Group, Verizon and VideoAmp, will use an online survey and live interviews of a national sample of 10,000 respondents, to assess personal and household sharing and usage of devices and digital media and ecommerce accounts.*

The research, to be conducted by NORC at the University of Chicago (the National Opinion Research Center), a leading independent social research organization, will produce comprehensive and reliable data on device and account sharing and usage, including:

- A comprehensive household device graph, with device ownership, sharing among household members and modes of usage
- Television ownership by brand, home location, service mode (cable, satellite, telco, antenna) and smart capability
- TV viewing by respondent by device in the past seven days (P7D) and yesterday, including time by daypart and co-viewing
- Viewing of live and streaming services by respondent by device, P7D and yesterday, including co-viewing
- Time-shifted viewing of live TV
- Account ownership and sharing of streaming video and audio services
- PC, gaming console and other digital device usage by respondent, P7D and yesterday, including frequency and co-use
- Ecommerce account registration, usage, sharing, purchasing, returns and access devices
- Usage of social media and business networking accounts, apps, and email

The study, which the ARF intends to run at least annually, seeks to offer a more efficient, accurate and comprehensive alternative to current approaches and a reliable set of standards for the industry. The ARF and seven sponsors plan to apply for MRC accreditation in its second year of execution. The sponsors of the project represent a diverse cross-section of the industry. Importantly, each of the sponsoring companies contributed experts to the technical advisory committee that oversees the study.

Other companies, whether ARF members or not, may also license the data for a fee. The ARF will make the results of the 2021 study available at three different levels of granularity, for applications ranging from panel weighting to CRM integration. The 2021 study is expected to be completed in Q4 of 2021 with deliverables in Q1 of 2022. Given continued interest, the 2022 study is expected to get underway next spring.

“Providers of digital services and research lack a consistent, reliable and efficient way to parse the digital world at the user level,” said Paul Donato, Chief Research Officer at the ARF. “Some companies conduct their own user-level studies to create universe estimates and weighting factors or track usage and sharing of digital devices, media and e-commerce. Others piece together disparate data sets with assumptions about interaction, which introduce new uncertainty and risk. These studies are often expensive, siloed and unaccredited, and may not be comprehensive enough for all uses. The initiative will provide a critical and much-needed, unbiased standard to the industry for the measurement of digital device and account sharing. The ARF wishes to thank our seven sponsors, not only for their support of the project, but for their active participation in its design. Their collegiality and collaboration for the good of the industry has been, and will continue to be, absolutely critical to the success of the project.”

Organizations interested in licensing the results of this study may contact Rob Palatano ([rpalatano@thearf.org](mailto:rpalatano@thearf.org)) for more information.

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### **About The ARF**

Founded more than 80 years ago, the ARF is dedicated to creating, curating and sharing objective, industry-level advertising research to enable members to make a true impact on advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit [www.thearf.org](http://www.thearf.org).