



UNIVERSE STUDY OF DEVICE AND ACCOUNT SHARING



■ Overview & Offer

The ARF Universe Study of Device and Account Sharing (DASH) is a nationally projectable consumer enumeration study with applications in media measurement, research and strategy. Conducted annually, DASH records in granular detail how US households connect to and consume TV, use digital devices and interact with streaming media, ecommerce and other digital services. This comprehensive “truth set” generates reliable universe estimates and unbiased measures for assigning TV viewership, devices and streaming media and ecommerce accounts to households and individuals.

DASH 2022 repeats the successful design of the first DASH study, conducted in 2021, and includes new sections on genre viewing, TV casting from 5G devices and hybrid (SVOD/AVOD) streamers. NORC at the University of Chicago continues as fieldwork partner. Sponsors and other licensees with expertise in measurement continue to advise on design and methods. The ARF plans to begin the MRC accreditation process for DASH this year.

DASH is a syndicated study. Licenses to the 2022 and 2021 data are available to ARF members and non-members are at a fraction of the cost of the studies themselves.

■ Opportunity

The nature and scale of digital media present unprecedented challenges for researchers, product developers and strategists who need a precise and cohesive understanding of usage at both the individual and household levels. Nearly every digital media user has multiple profiles across a wide array of service categories. What's more, users share TVs, gaming consoles, tablets, PCs and other devices within their households, and millions share access to their streaming media and ecommerce accounts with family and friends.



Complicating matters further, each provider's view of its world is limited in critical respects. To address the problem, companies conduct expensive enumeration studies or try to piece together disparate datasets, with mixed results. DASH delivers consistent, unbiased foundational knowledge cost-efficiently. Licensees can use DASH data to estimate universes, assess strategies, weight panels, correct biases and gaps in large data sets, de-duplicate impressions, and build better projection models, among many other applications.

To learn more, visit thearf.org/dash or email DASH@thearf.org

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■ Method & Measures

The ARF partners with NORC at the University of Chicago to test and refine the DASH survey and conduct the fieldwork against a national probability sample of 10,000 persons aged 18 and older, with an additional sample of teens age 13-17. NORC's proprietary AmeriSpeak panel forms the backbone of the sample plan. Interviews are conducted online and in person to ensure a representative sample. NORC panel registrations provide respondent and household demographics. And NORC's rigorous audit process ensures high-quality response data.

Described by a licensee as “scaffolding for understanding the TV universe,” DASH gathers TV brands, locations, service modes and capabilities, in addition to device-by-device usage and respondents' viewing and co-viewing across live and streaming services, both ad supported and subscription. To provide a holistic view, DASH includes modules on ecommerce, streaming audio and social media account usage and sharing, as well as usage of email, apps and privacy settings. DASH also produces a comprehensive device graph, which includes individual device ownership, usage and sharing among household members and supports the householding of otherwise unconnected devices.

■ Timing

DASH is conducted in two waves each year. Data from the Spring wave of DASH 2022 was released to

licensees in September. Results of the Fall wave and the full DASH 2022 dataset will be released in January.

■ Licensing the Results

The ARF offers licenses to DASH data in three tiers, starting at \$75,000 a year:

- **Basic** offers access to summary-level data in Tableau and Heroku dashboards for panel weighting, sample balancing, modeling household device and account topographies and many other strategy and insights applications
- **Basic Plus** adds a non-matchable, anonymized respondent-level database for custom segmentation, profiling and analysis

- **Premium** features a privacy-compliant, respondent-level database that can be matched to the licensee's CRM, subscriber or census-level research database using a third-party integrator. Experian, the ARF's integration partner for this study, has developed a turnkey protocol and offers its service to Premium licensees.

DASH 2022 licensees that have also licensed the 2021 data will enjoy two additional benefits: (1) access to a longitudinal data set of 3,000 repeat respondents, for advanced tracking, and (2) the right to combine DASH data across years, for custom analyses.

To discuss the ways DASH can work for you, contact

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