



# SUMMARY

Connected TV has enhanced the consumer experience but created massive complexity for the industry. To knit the pieces together coherently, companies across the TV ecosystem need an all-inclusive picture of the television landscape – a reliable, cost-efficient standard for universe estimation. That standard is DASH.

Accredited by the Media Rating Council, the ARF DASH TV Universe Study records, in granular detail, how American households connect to and consume TV across platforms and devices. A nationally projectable

study conducted annually in two waves, DASH produces measures and modeling signals with applications in advertising, sales, measurement and strategy.

Data is released in rolling, 12-month waves in September and January each year. Historical data back to 2021 is also available to licensees for trending. Contact us at [DASH@thearf.org](mailto:DASH@thearf.org) to learn more.

# STUDY ATTRIBUTES

Funded and managed by the ARF, DASH is conducted by NORC at the University of Chicago, a premier polling firm. DASH is:

- **Comprehensive:** A national probability sample of 10,000+ households ensures robust geodemographic coverage and projectability
- **Rigorous:** A team of measurement experts from each DASH licensee works with the ARF and NORC to ensure excellence in coverage, design and methodology
- **Reliable:** Fielded and released in two waves each year, DASH is built on a core of survey questions that define the “scaffolding” of the industry

- **Up-to-date:** Revisions and new questions in each wave keep the study on pace with the market and responsive to the needs of its licensees
- **Useful:** Subscribers use DASH to estimate audiences, calibrate viewership data, sharpen demographics, plan and activate advertising, and improve ad selling, among many applications
- **Affordable:** DASH is syndicated: annual licenses to the data are available to ARF members and non-members alike for a fraction of the cost of the study itself
- **Accredited:** for TV universe estimation by the Media Rating Council



# DATA ELEMENTS

For every TV set in every respondent household, DASH records the brand, room location, age, “smartness” and modes of connection, including pay, broadband and antenna. DASH logs the connection devices on each TV set, including Apple TV and Android boxes, Roku and Amazon Fire sticks, gaming consoles and digital tuners. DASH captures the internet and pay TV providers, FAST services and streaming TV subscriptions, by tier, used in each household. DASH itemizes person-level ownership and usage of video-capable mobile devices, enabling production of comprehensive device graphs that support householding. DASH collects measures of respondents’ viewing and co-viewing across dayparts, devices and services, to generate rich modeling signals, and captures viewing on out-of-home TV sets. To put TV in a broader context, DASH includes

modules on ecommerce, streaming audio, social media, email and apps, as well as time spent with each major media type. And DASH provides detailed household and persons-level demographics, including race and ethnicity, language preference, sexual orientation and disabilities.

DASH also includes a module that identifies and profiles respondents who have interacted with major retailers and their media networks (RMNs).

DASH data can be cross-tabbed and assembled in myriad ways to understand interactions and create customized measures and views. In addition, each DASH data set includes more than 400 pre-defined, aggregate variables, including many industry-standard measures.

## METHODOLOGY

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

DASH includes a longitudinal sub-sample of ~ 4,000 multi-year adult respondents for analysis of switching dynamics. In addition, DASH licensees can conduct recontact studies on respondents through NORC to append variables of interest.

Extensive documentation on DASH methodology, response rates, sampling criteria and sample composition is available on request.



## LICENSING THE DATA

The ARF offers licenses to DASH data in three tiers, starting at \$80,000 a year:

- **Basic** offers access to summary-level data in a Tableau or web dashboard for strategic analyses, panel weighting, modeling household topographies and ad sales support
- **Plus** adds a non-matchable, anonymized respondent-level database for custom segmentation, profiling and analysis

- **Premium** adds a privacy-compliant, respondent-level database that can be matched to the licensee's census-level viewership or subscriber database. Experian, the ARF's integration partner for this study, has developed a turn-key protocol and offers its service to Premium licensees.

Licensees enjoy unlimited access to the data, with no usage or per-seat charges.

## ACTIVATING DASH IN MARKETING

DASH data can be mapped to any identity graph to enable development of custom ad targets that address high-value media behavior.

In addition, Experian offers DASH-defined audience segments on a CPM basis on most major advertising platforms. Click [here](#) or contact [audiences@experian.com](mailto:audiences@experian.com) for more.

To discuss the ways DASH can work for you, contact

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