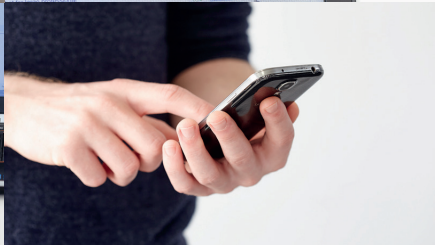
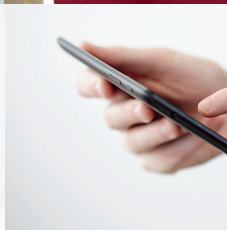


Welcome to the

# screenwise selectpanel

A market research project by Kantar and Google





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## About the Screenwise Select Panel

Google is conducting a market research programme around the world called Screenwise Select Panel. Many organisations use market research to help them understand how users are interacting with their products and services. This market research project will help Google learn more about people's media habits, on the web and elsewhere, and develop new and improved opportunities for their users, customers and partners. In the UK, the Screenwise Select Panel is being run by independent market research company Kantar, one of the world's leading market research groups.

This brochure will give you more information and should answer any questions you may have.

If you can't find what you need to know here, you can:

email us on [helpdesk@screenwiseselect.co.uk](mailto:helpdesk@screenwiseselect.co.uk) or  
phone us on 0800 015 9920 for more information.





## Why me?

The Screenwise Select Panel brings together people and households from across the UK. The information they provide will help to build a picture of how people in the UK use their TVs and the Internet.

The panel is invitation only – it is not open to broader membership. Members are specially selected to make sure that we hear from a representative group of people, and so that the panel represents the technology usage patterns of the entire population.

It doesn't matter how much or how little TV you watch, or how much or how little you use the Internet – we're interested in the information that everyone can provide.



## Why is Google doing this research?

This market research programme is called Screenwise Select Panel because it will build a picture of how people interact with different 'screens' – such as mobile phones, tablets, laptops and televisions – and the roles they play in people's lives.

It will help to answer important questions such as:

- What different technologies do people own and what do they use them for?
- How does the arrival of new technology affect media habits?
- Do people notice advertising, and how relevant or irrelevant do they find it?
- How popular are different media activities among different types of people?





## What will I need to do?

### Get the whole household involved

You've taken the first step by choosing to learn more about the Screenwise Select Panel. It's important that you encourage your whole household to support it, because we would like to include the TV and Internet usage of everyone in your household who is over 13 in the information we collect.

Please discuss membership of the panel with everyone in your household and make sure that they all agree to take part. Please ask them to read this booklet and watch the enclosed DVD so they understand what they would be asked to do.



www.bbc.com/news/business-22384793

In addition some types of investment funds **essentially have to buy government debt** so there is a certain amount of what has been called passive investment going on. Despite the poor returns, it's a practice that reflects the days when safe government debt did yield some money.

Low interest rates are of course unattractive news to savers. Negative central bank rates have started to lead to some bank customers being charged a negative rate on their accounts. In Denmark, Danske Bank is doing that for large professional depositors with large deposits.

Remarkably some of the bank's lending to customers also involves **negative rates**. A Danske Bank spokesman said it's quite common for short-term loans, although so far borrowers are paying less than outtake the negative rates.

How low could rates go?



DELL

## What will I need to do?

### Measuring how you use the internet via app & browser

After we have received your signed registration form, you will receive an invitation via email to register a Screenwise Select Panel account and download the app / browser extension to all your devices. Instructions for completing this process are provided on a card in the Screenwise Select Panel Registration Pack.

On any shared device (used by more than one household member) it is important that whoever is browsing the internet identifies themselves by selecting their symbol/name used during the registration.

Information on your internet usage and the sites visited in each session will be collected. We understand there may be times when you have guests in your home who are not panel members but wish to use your internet connection, or occasions when you specifically don't want to share your internet browsing information. For these circumstances there is the 'Guest' symbol/name; selecting this means that browsing information is not collected.

For information on what data is collected and how it is used please see page 19 of this brochure or refer to the privacy policies brochure provided in the Screenwise Select Panel registration pack. These and additional information is provided online at: [www.screenwiseselect.co.uk/privacy](http://www.screenwiseselect.co.uk/privacy).

SHARP



## What will I need to do?

### Measuring how you use the internet via web router

As well as the app and browser extension we will also need to install a router that connects to your existing internet connection. This will help us to understand who is using the internet in the household and what sites are being visited.





## What will I need to do?

### Measuring the TV you watch

A small meter will be attached to each TV set in your home; it has a handset that is a bit like a remote control. The meter uses sound from your TV to identify the channel you are watching. When it is first set up, a sound sensor is attached to the speaker on your TV. The sound sensor breaks up the signal into tiny fractions of sound. This gives the meter enough information to identify the channel you are watching but makes it impossible to detect other sounds in the house, such as conversations.

There is also a handset for each TV. Each member of your home is represented by a symbol on the handset. Whenever they enter a room with a TV switched on, or if they turn the TV on themselves, they are asked to press the button on the handset next to their symbol (selected during their registration to the panel), even if they are not watching TV themselves. This will help us to understand who is in the room when the TV is on and what programme is being watched.

Guests will also be asked to press the dedicated guest 'jigsaw piece' symbol when watching TV in your home.



## Is it difficult to set up?

### The application / browser extension

Your invitation to register your Screenwise Select Panel account and download the app / browser extension will be available as soon as we receive your signed registration form.

### The TV meter / web router

At your convenience we will arrange for a dedicated technician to visit your home to install the equipment for you. It is almost always a quick and trouble-free operation.

## What happens to the information?

The meters use the Internet to transmit the information they gather back to Kantar and Google. In some cases we may need to transmit the TV data by mobile phone signal using the SIM that is fitted within the TV meter. You don't need to do anything.

Please select your identity at the start of each browsing session, and when switching between browsers.



John



Nicola



Katie

[Not meterable](#)



Mary



William



Guest

[Not meterable](#)



## Protecting you and your information

This project is being run by Google in association with Kantar. Google and Kantar are each, separately, a “data controller” in respect of your information. This means that they are legally responsible for handling it appropriately.

For some aspects of the research, such as measuring your TV usage, Kantar is the data controller, whilst for others, such as measuring how you use the Internet, Google is. However, you can be confident that your personal information is held securely by Kantar and Google.

For information about what information is collected and how it is used, please consult Google's and Kantar's privacy policies. These can be found online at: [www.screenwiseselect.co.uk/privacy](http://www.screenwiseselect.co.uk/privacy).







## What about children in the household?

Although everyone in the household will be asked to select their symbol when they watch TV or access the Internet, we will not be analysing any data for anyone who is aged under 13. Their data is not collected at all for Internet browsing. Their name will not be listed but the symbol they use will be shown and this symbol will need to be selected. Their TV viewing data is only used by Kantar for quality control purposes and is not passed on to Google.

## Do I get anything for taking part?

To thank you for your contribution to the Screenwise Select Panel, we've established a range of benefits including a generous reward points scheme. Points can be redeemed for a wide range of voucher and charity options – and you'll start collecting points as soon as you become a member.

You'll receive a points credit each month, with additional bonuses at the start, after one month, three months, six months and annually. Rewards will also be available for completing short online questionnaires that we may send you from time to time.

Once you have registered as a member of the Screenwise Select Panel, you will be able to check your rewards account online (or you can telephone us) to see how many points you've earned and what options you have for redeeming them.

## Reward options\* include:

- Love2shop vouchers & Leisure Vouchers (partners include Argos, Debenhams & Pizza Hut)
- E-codes (Amazon & Inspire Travel)
- Charity donations

\*These reward options may be updated and improved to ensure that you're getting the most flexible choice. For the latest information visit [www.screenwiseselect.co.uk/rewards](http://www.screenwiseselect.co.uk/rewards)



## How long will the project last?

We really hope that you enjoy playing an important part on the Screenwise Select Panel, and that you'll stay with us for a long time. However, there is no defined length of time you are expected to remain on the panel, and you can opt out at any time. Just remember – the longer you stay on the panel, the more reward points you'll receive!





## Is there anything else I may be asked to do?

There will be opportunities to get involved in further research if you would like to. For example, it can be very useful for us to be able to ask some extra questions related to the information you are providing. So from time to time we may ask if you're willing to complete short online questionnaires on a variety of different topics. You'll also receive a short questionnaire each year to make sure that we've got all your details up to date.

You'll earn additional rewards for participating, although you are under no obligation to do so and it will not affect the rewards you earn for being a member of the Screenwise Select Panel.

As the panel develops we may ask you to take part in other activities but we'll always talk to you about it first.

Every now and again, a member of the Screenwise Select Panel team at Kantar will give you a quick call to check how you're getting on.



Thank you for your interest.  
We hope you'll enjoy being  
a member of the  
Screenwise Select Panel!





## Who is Kantar?

Kantar is the market research agency chosen by Google to conduct this research in the UK. Kantar is one of the world's leading market research groups. We provide TV and Internet research services to many companies around the world.



## Contact us

If you have any questions, please email us on [helpdesk@screenwiseselect.co.uk](mailto:helpdesk@screenwiseselect.co.uk)

You can also give us a call on 0800 015 9920



## Thank you

The Screenwise Select Panel team



# screenwise selectpanel

email: [helpdesk@screenwiseselect.co.uk](mailto:helpdesk@screenwiseselect.co.uk)  
tel: **0800 015 9920**

**KANTAR** Google