

Data Value Exchange explores consumer attitudes towards data sharing and identifies the value that people expect back from content providers and marketers. At a high level, we'll uncover the degrees to which consumers are willing to share different types of data and the trade-offs they're willing to make in return for a better content or ad experience.

OBJECTIVES

- Set guardrails for what data we're permissioned to ask for and what we're expected to deliver in return.
- Shift our T&C policies to minimize consumer privacy concerns and encourage mutually beneficial consumer-to-brand relationships.
- Create new viewing and/or ad experiences that make the most of consumer data to personalize and customize to our viewer's preferences.

BUSINESS APPLICATION

The insights garnered from this study will help us:

- Understand the propensity to share (both conscious and subconscious) across a range of different data categories
- Identify the value that consumers would like to receive in exchange for sharing their data
- Identify consumer sharing segments with discrete and targetable characteristics

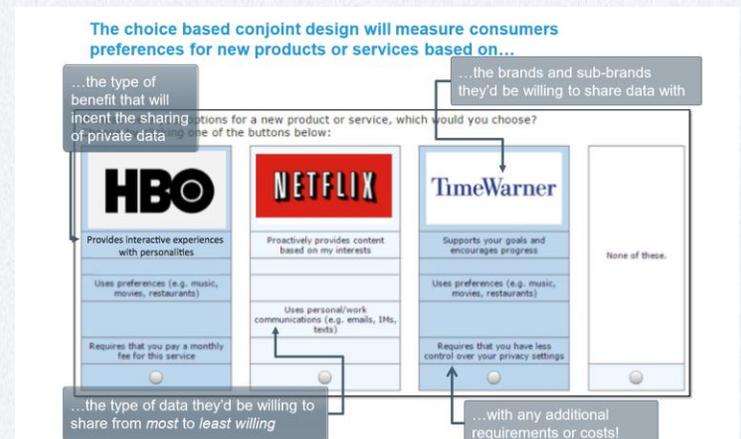
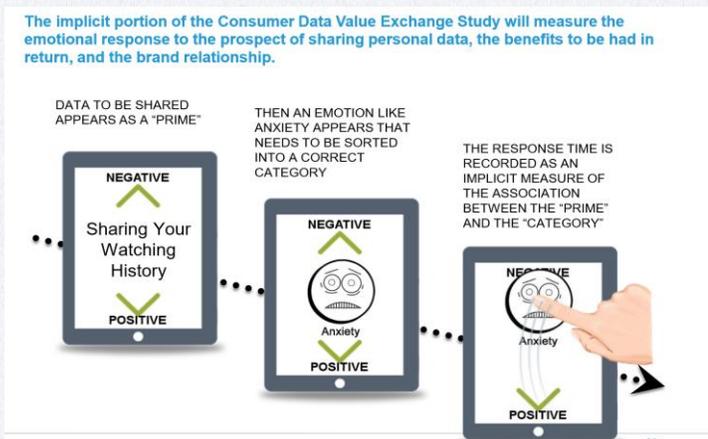
METHODOLOGY

Qualitative:

CULTURAL CONTEXT	MEDIA DIARIES	IN-HOME DEPTHS	FRIENDSHIP PAIRS
Expert interviews Industry Case Studies Desk Research	Expert interviews Industry Case Studies Desk Research	1:1 Interviews Deep Dive	Pre-task 2 hr. groups

Quantitative: Use a combination of conscious and implicit response models:

- Measure propensity to share across the range of data categories
- Identify the hierarchy of value assigned to each type of data sharing to crystallize the data/value exchange
- Identify the core consumer segments that emerge at the intersection of data sharing and value expectations.





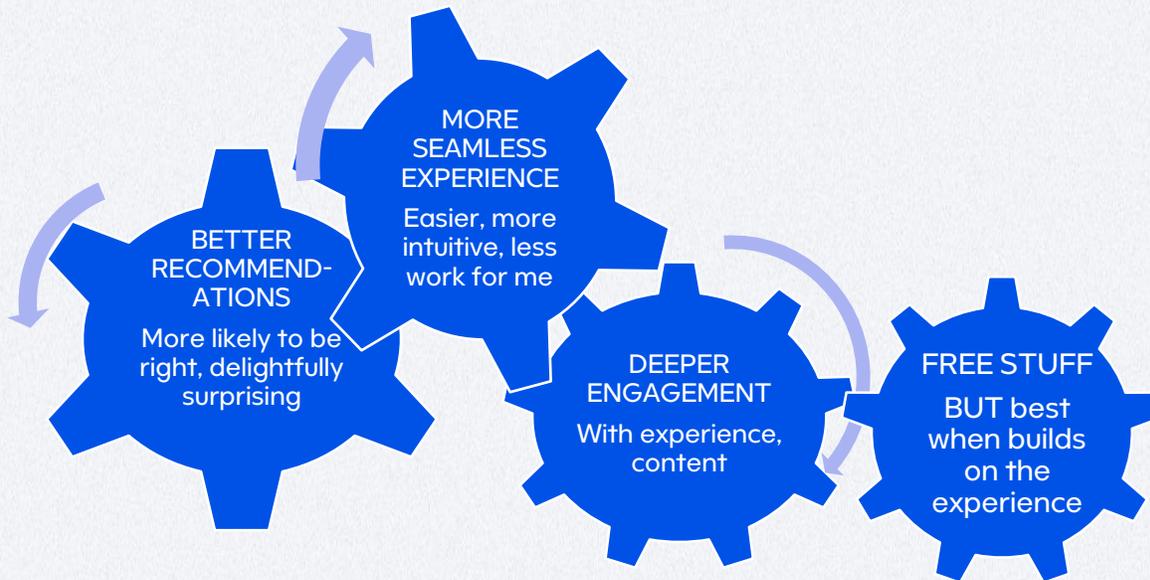
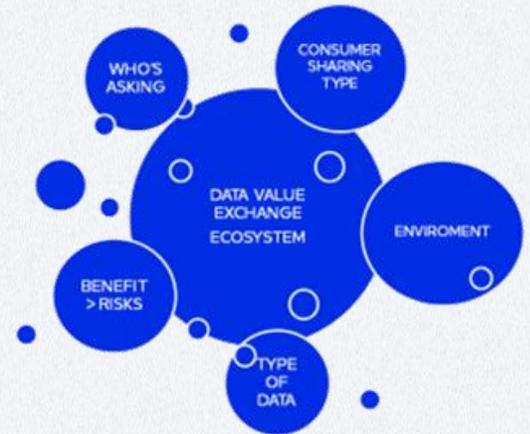
DELIVERABLES

- Qual executive summary
- Quant executive summary
- Conjoint or Discrete Choice Model
- Tool for testing data/value exchange (optimizer)
- Typing Tool for applying data value segments to other datasets

RESULTS

- **Qual** results due: Q3 2017
- **Quant** results due: Q4 2017

5 FACTORS SHAPE PERCEPTIONS OF BENEFITS AND WILLINGNESS TO SHARE



OF BENEFITS EXAMINED, THE MOST MOTIVATING BUILD AN EXPERIENCE

CONSUMER SHARING TYPE: 4 personas

MINDSET AND LEVEL OF DATA FLUENCY SHAPES PEOPLES' ATTITUDES & SHARING BEHAVIOR

