



# UNIVERSE STUDY OF DEVICE AND ACCOUNT SHARING

## Overview & Offer

The ARF Universe Study of Device and Account Sharing (DASH) is a syndicated consumer enumeration study. Comprehensive and single-source, DASH produces reliable universe estimates and a common set of unbiased measures for parsing usage of digital devices and media and e-commerce accounts at the person level. DASH also enables more accurate householding of those devices and accounts. Seven companies representing a cross section of the industry sponsored the development work and advised on the design of the study. Licenses to the 2021 data are available to ARF members and non-members now at a fraction of the cost of the study.

The ARF will renew the Study in 2022 and begin the MRC accreditation process, with the goal of establishing DASH as a reliable standard.



## Opportunity

The nature and scale of digital media present challenges for researchers, product developers and strategists who need a precise and cohesive understanding of usage at both the individual and household level. Nearly every digital media user has multiple profiles across a wide array of service categories. In addition, 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 usage and usage dynamics is bound by the limits of its own system. Some companies conduct expensive enumeration studies or try to piece together disparate datasets, with mixed results. DASH delivers foundational knowledge cost efficiently. Licensees can use the 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 applications.

To learn more, visit [thearf.org/dash](http://thearf.org/dash) or email [DASH@thearf.org](mailto:DASH@thearf.org)

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### RESEARCH PARTNER



## ■ Method & Measures

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

DASH produces a comprehensive device graph, which includes individual device ownership, usage and sharing among household members and supports the householding of otherwise unconnected devices. The study 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 also includes modules on ecommerce, streaming audio and social media account usage and sharing, as well as usage of apps and privacy settings.

## ■ Timing

The first wave of the 2021 study was conducted in June, and the second wave from September through early January. Results will be released in February 2022.

## ■ Licensing the Results

The ARF is offering licenses to the 2021 DASH data in three tiers, starting at \$75,000.

- **Basic** offers summary-level data in a Tableau or Heroku dashboard for panel weighting, sample balancing, modeling household device and account topographies and many 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. The ARF's integration partner for this study, Experian, has developed a protocol using its ConsumerView panel and is offering its service to Premium licensees.

To discuss the ways DASH can work for you, contact

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