



*Multimedia Products and Services  
for the Market Research industry  
and Perception Analyzer users*

## **Perception Analyzer Moment-To-Moment Video Overlays** *Professional, high quality production on videotape or DVD*

Below is a list of questions designed to give you exactly what you need for your Perception Analyzer Moment-To-Moment Video Overlays. Examples can be seen at:

[www.morgan-multimedia.net/mtm-specifics.html](http://www.morgan-multimedia.net/mtm-specifics.html)

To ensure accuracy, please answer these questions in writing and email them to [info@morgan-multimedia.net](mailto:info@morgan-multimedia.net) or fax them to 503.492.3610.

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### **1. What subsets would you like?**

*(4 subsets - such as "Male", "Female", "Ages 18-39", "Ages 40-65" - plus the total line is the most recommended for individual overlays. If more are desired, it is recommended that separate overlays be made. You can also combine 2 or more questions from your session to make calculated subsets, such as "Males ages 18-39", "Males ages 40-65", "Females ages 18-39", and "Females ages 40-65".)*

### **2. For the subsets, would you like to see the N, and/or the mean, and/or the cumulative mean?**

*(Any or all. The N shows the number of participants for the total and all subsets, the Mean shows the reading at each particular second, and the Cumulative Mean shows the total average readings.)*

### **3. Would you like to see the TOTAL line?**

### **4. Would you like to see the histogram?**

*(The histogram is a bar chart that shows the number of dials in a particular range, such as 20% set between 50 and 59, 15% set between 60 and 69, etc.)*

### **5. Would you like the scale compressed to match the data?**

*(Such as 30-70 or 40-90. If the scale is compressed, it is recommended that the scale be consistent for all Moment-To-Moment Overlays in a project.)*

### **6. What colors would you like for the total and subsets?**

*The default is:*

*TOTAL - white*

*SUBSET 1 - red*

*SUBSET 2 - green*

*SUBSET 3 - blue*

*SUBSET 4 - yellow*

*You are encouraged to use these colors as they show up best over video. However, feel free to ask for different colors or in a different order.*



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7. What would you like for the graphic (slate) at the beginning of the presentation? *(Typically this would be client name, project name, Session date(s), session location(s), and the name and/or logo of your organization. To avoid errors, please provide this information in writing.)*

8. Is what is on the opening graphic what you will also want on the tape and/or DVD labels?

9. Do you want to use your logo and/or your client's logo on the opening graphic and/or tape or DVD labels?

*(It is sometimes possible to extract a logo from the web or from the video test material. If this is not possible, a copy of the company letterhead will usually do. This is a very nice customized touch, but keep in mind that it takes time and there will be an additional charge based on how long it takes to produce the graphic.)*

10. How many videotape or DVD copies would you like?

*(Three tapes or three CDs are included with a VHS or CD project. Two DVDs are included with a DVD project. Additional tapes are \$8 each. CDs are \$10 each, and DVDs are \$20 each)*

11. How fast of a turnaround do you need?

12. Where shall we ship the tapes and/or DVDs?

*(Please give complete addresses including phone numbers.)*

13. As a reference for billing, is there a project number or PO number?

14. In case there are questions, please leave a phone number where we can contact you.

*If you have questions about any of this, do not hesitate to contact us via email ([info@morgan-multimedia.net](mailto:info@morgan-multimedia.net)) or call 503-492-3610. You can also fax this information to 503-492-3610.*

