

September 12, 2013
1:00 - 4:30 pm ET

780 Third Ave.,
New York, NY.

Conference Call:
+1 (888) 684-8852



AGENDA

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| 1:00 pm | Opening Comments from the Chair, Ceril Shagrin |
| 1:10 pm | Some Words from the Facilitator, Richard Zackon |
| 1:15 pm | Nielsen Innovation Lab, Randall Beard |
| 1:45 pm | Steering Committee |
| 1:55 pm | Treasurer Report |
| 2:00 pm | Nielsen Twitter TV Rating Update, Andrew Somosi |
| 2:20 pm | Research Committee Reports (request for funds) <ul style="list-style-type: none">• Digital Research, Bryon Schafer• Sample Quality, Ceril Shagrin |
| 2:50 pm | Break |
| 3:00 pm | Research Committee Reports <ul style="list-style-type: none">• ROI, Dave Poltrack• Social Media, Beth Rockwood• Local Measurement, Billy McDowell• Big Data, Stacey Shulman• Media Consumption and Engagement, Laura Cowan• Return Path Measurement, Pat Liguori |
| 3:40 pm | Other Committees <ul style="list-style-type: none">• Insights to Practice, Nancy Gallagher• Communications Committee, Emily Vanides• Education Committee, Jed Meyer |
| 4:05 pm | New Business |
| 4:30 pm | Adjourn |