

September 16, 2010
1:00 - 4:00 pm ET

730 Third Ave.,
New York, NY.

Conference Call:
Caller Paid: 1-480-293-1745
Toll Free: 1-866-328-4274



AGENDA

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|---------|--|
| 1:00 pm | Opening , Chair |
| 1:05 pm | Steering Committee , Susan Cuccinello |
| 1:25 pm | Measurement Science Panel Report , Michael Link |
| 1:55 pm | Universe Estimates , Nancy Gallagher |
| 2:10 pm | Non-response Committee , Ceril Shagrin |
| 2:25 pm | Media Consumption and Engagement , Laura Cowan |
| 2:40 pm | Digital Research , Dan Murphy |
| 2:55 pm | Set Top Boxes , Pat Liguori |
| 3:05 pm | Insights to Practice , Susan Cuccinello |
| 3:15 pm | Communications Committee , Jessica Pantanini |
| 3:30 pm | New Business |
| 4:00 pm | Adjourn |