

June 10, 2015  
1:00 - 4:00 pm ET

730 Third Ave.,  
Room:  
New York, NY.



## DRAFT AGENDA

- 1:00 pm Opening Comments from the Chair, Ceril Shagrin
- 1:10 pm Back to the Future: CRE 2005
- 1:20 pm Nielsen R&D Update, Christine Pierce
- 1:40 pm Steering Committee, Pat Liguori
- 1:50 pm Report on Insights to Practice Meeting
- 2:05 pm CRE Finances
- 2:10 pm New Research Proposals
- Platform Valuation, Joe Abruzzo
  - Concurrent Screen Usage, Janet Gallent
  - Audio, Buzz Knight
  - Validation White Paper, Ceril Shagrin
- 2:40 pm Break
- 2:50 pm Research Committee Reports (continued)
- Local Measurement, Billy McDowell
  - Data Quality, Ceril Shagrin
  - Social Media, Beth Rockwood
  - ROI, Dave Poltrack
  - Digital Research, Brad Adgate
  - Return Path Measurement, Pat Liguori
  - Big Data, Stacey Schulman
- 3:30 pm Other Committee Reports
- Communications Committee, Joanne Burns
  - Education Committee, Jed Meyers
- 3:45 pm New Business
- 4:00 pm Adjourn