

**December 3, 2015
1:00 - 4:00 pm ET**

**730 Third Ave.,
Room: Union Square Hub
New York, NY.**



AGENDA

- 1:00 pm Opening Comments from the Chair, Ceril Shagrin**
- 1:10 pm Operating Assumptions**
- 1:30 pm Nielsen R&D Update, Christine Pierce**
- 1:45 pm Steering Committee, Pat Liguori**
- 1:55 pm CRE Finances**
- 2:00 pm Research Committee Reports**
- **Data Quality, Ceril Shagrin**
 - **Local Measurement, Billy McDowell**
 - **Digital Research, Brad Adgate**
 - **Big Data, Stacey Schulman**
 - **Platform Valuation, Joe Abruzzo**
 - **Concurrent Screen Usage, Janet Gallent**
- 2:45 pm Break**
- 2:55 pm Research Committee Reports (Continued)**
- **Audio, Buzz Knight**
 - **ROI, Dave Poltrack**
 - **Social Media, Beth Rockwood**
 - **Neurometrics, Howard Shimmel**
 - **12-24 Viewing Behavior, Tanya Giles**
- 3:20 pm Other Committee Reports**
- **Insights to Practice**
 - **Communications Committee, Joanne Burns**
 - **Education Committee, Jed Meyers**
- 3:35 pm Board Elections**
- 3:50 pm New Business**
- 4:00 pm Adjourn**