

Set-Top Box Subcommittee Progress Timeline

1. Apr'08 Formulate Mission Statement
2. May'08 Mission Statement finalized
3. July'08 a) Informational meeting with Nielsen
 b) Create RFP
4. Aug'08 a) RFP finalized
 b) RFP released 8/15/08
5. Sep'08 a) Update full CRE at quarterly meeting
 b) Proposals due mid-Sep'08
6. Oct'08 a) Informational meeting with TNS
 b) Subcommittee review of proposals
7. Nov'08 a) Request for project funding submitted to CRE
 b) Project approved and funding granted by CRE
 c) Project awarded to Stu Gray/Tim Brooks and Jim Dennison
8. Dec'08 a) Update full CRE at quarterly meeting
 b) Strategy meeting with consultants
 c) Questionnaire formulated
9. Jan'09 Ongoing review of questionnaire
10. Feb'09 a) Create and categorize list of study subjects by company type
 b) Ongoing review of questionnaire
11. Mar'09 a) Finalize questionnaire
 b) Solicit from CRE contact information of questionnaire recipients
 c) Update full CRE at quarterly meeting
 d) Field questionnaire