

December 5, 2013
1:00 - 4:40 pm ET

780 Third Ave.,
New York, NY.

Conference Call:
1-888-684-8852



- 1:00 pm Opening Comments from the Chair, Ceril Shagrin
- 1:15 pm The Rise of the Data Scientist, Jeremy Stanley
- 1:55 pm President, Nielsen US Media, Lynda Clarizio
- 2:05 pm Nielsen Client Survey: Top line results
- 2:10pm Steering Committee
- 2:20 pm Financial Report
- 2:25 pm Organization of Research, Discussion
- 2:55 pm Break
- 3:05 pm Research Committee Reports
- Digital Research, Cheryl Brink
 - Sample Quality, Ceril Shagrin
 - ROI, Dave Poltrack
 - Local Measurement, Billy McDowell
 - Big Data, Stacey Shulman
 - Media Consumption and Engagement, Laura Cowan
 - Return Path Measurement, Pat Liguori
 - Commercial Pod Length, Hadassa Gerber
 - Social Media, Beth Rockwood
- 3:55 pm Other Committees
- Insights to Practice, Nancy Gallagher
 - Communications Committee, Emily Vanides
 - Education Committee, Jed Meyer
- 4:15 pm Elections: Chair, Steering
- 4:25 pm New Business
- 4:40 pm Adjourn