

**September 17, 2009**  
**1:00 - 4:00 pm ET**

**Concierge Conference  
Center,  
780 Third Ave.,  
New York, NY.**

**WebEx:  
Teleconference:  
Call**



## **AGENDA**

- |                |  |
|----------------|--|
| <b>1:00 pm</b> | <b>Opening</b><br>Mike Hess, Chair                         |
| <b>1:05 pm</b> | <b>Steering Committee Report</b><br>Ira Sussman            |
| <b>1:30 pm</b> | <b>Financial Report</b>                                    |
| <b>1:40 pm</b> | <b>Communications Committee</b><br>Brad Adgate             |
| <b>1:50pm</b>  | <b>Universe Estimates</b><br>Nancy Gallagher               |
| <b>2:05 pm</b> | <b>Set Top Boxes</b><br>Pat Liguori                        |
| <b>2:25 pm</b> | <b>Media Consumption and Engagement</b><br>ShariAnne Brill |
| <b>2:45 pm</b> | <b>Non-response Committee</b><br>Ceril Shagrin             |
| <b>3:00 pm</b> | <b>Insights to Practice</b><br>Beth Uyenco                 |
| <b>3:15 pm</b> | <b>New Business</b>  |
| <b>4:00 pm</b> | <b>Adjourn</b>   |