

**March 24, 2016
1:00 - 4:00 pm ET**

**Convene Conference Center
Pershing Hub
101 Park Avenue at 41st
NY, NY 10178**



AGENDA

1:00 pm Opening Comments from the Chair, Billy McDowell

1:10 pm CRO meets CRE, Mainak Mazumdar, Nielsen

1:20 pm Nielsen R&D Update, Christine Pierce

1:40 pm CRE Leadership/CRE Membership

1:55 pm Big Data

2:00 pm Steering Committee, Ceril Shagrin

2:10 pm CRE Finances

2:15 pm New Research Proposals

- Platform Evaluation, Tom Ziangas
- Neurometrics, Howard Shimmel

2:50 pm Break

3:00 pm Research Committee Updates

- Audio, Buzz Knight
- Concurrent Screen Usage, Janet Gallent
- Data Quality, Ceril Shagrin
- Digital Research/Social Media
- Local Measurement, Billy McDowell
- ROI, Dave Poltrack
- 12-24 Viewing Behavior, Tanya Giles

3:40 pm Other Committee Reports

- Insights to Practice
- Communications Committee, Joanne Burns
- Education Committee

3:50 pm New Business

4:00 pm Adjourn