

AGENDA

What Is It To Watch TV?

March 29, 2016

- 9:00 AM** **Introduction**
Richard Zackon, Facilitator, Council for Research Excellence
- 9:05 AM** **Welcome**
Billy McDowell, Raycom; Chair, Council for Research Excellence
- 9:15 AM** **Longitudinal Ethnography**
Brad Adgate, Comcast Spotlight
Heather Coffin, GfK
Christine Pierce, Nielsen
- 10:05 AM** **Concurrent Platform Usage**
Janet Gallent, NBC Universal
- 10:50** **Break**
- 11:05** **Looking Back at Television's Past**
Pat McDonough, Formerly Nielsen
- 11:45** **Additional Questions**