

## Agenda

CRE Local Measurement Summit  
10 on the Park  
November 11, 2016

- |              |                                                                                                     |
|--------------|-----------------------------------------------------------------------------------------------------|
| 9:00-9:10    | Introductions-Richard Zackon, Billy McDowell (Raycom)                                               |
| 9:10-9:15    | Local Measurement Committee-John McMorrow (Cox Reps)                                                |
| 9:15-9:50    | Data Validation- Evan Kutner (NBCUI), Joe Murphy (RTI)                                              |
| 9:50-10:15   | Local Metrics-Marketing Mix Models, Jim Spaeth (Sequent Partners)                                   |
| 10:15-10:35  | Audio TV Diary Update- Buzz Knight (Beasley Media Group), Robin Gentry (Nielsen)                    |
| 10:35- 10:45 | Break                                                                                               |
| 10:45-11:10  | Nielsen Plans for Local Measurement, Kelly Abcarian (Nielsen)                                       |
| 11:10-11:45  | Panel Discussion, Hadassa Gerber (TVB)                                                              |
|              | <b>Steve Lanzano</b> , President, Chief Executive Officer, TVB- Moderator                           |
|              | <b>Panel</b>                                                                                        |
|              | <b>Michael Chico</b> , Executive Vice President of Telemundo Station Sales                          |
|              | <b>Frank Friedman</b> , Executive Vice President of Local Activation, Zenith Media                  |
|              | <b>Scott Simensky</b> , Vice President and General Sales Manager at WABC-TV                         |
|              | <b>Patricia Snyder</b> , Group M Managing Partner, US Director Broadcast Operations Local Broadcast |
| 11:45- 11:55 | Comments from the MRC, George Ivie                                                                  |
| 11:55-12:00  | Adjourn                                                                                             |