

**AGENDA**  
**COMMITTEE ON LOCAL TELEVISION AUDIENCE MEASUREMENT**

**Wednesday, April 21, 2010**  
**3 – 5:30 p.m.**  
**National Association of Broadcasters**

**Thursday, April 22, 2010**  
**8:30 a.m. - 3:30 p.m.**  
**National Association of Broadcasters**

**Wednesday Afternoon**

3 - 3:15 p.m.	Welcome	Mr. M. Ross
	Review of Agenda	Mr. M. Ross
	Approval of Minutes	Mr. M. Ross
3:15 - 4:30 p.m.	Rentrak Presentation	Mr. Goerlich
	Bruce Goerlich Rentrak Chief Research Officer	
	<ul style="list-style-type: none"><li>○ Overview of Rentrak’s data, services and methodology</li><li>○ DMA sample representation</li><li>○ Plans for full market coverage</li><li>○ Insight on advertiser acceptance</li></ul>	
4:30 - 5:30 p.m.	Industry Committee Updates	
	<ul style="list-style-type: none"><li>○ Media Rating Council</li><li>○ Nielsen Policy Guidelines Committee</li><li>○ Television Bureau of Advertising</li><li>○ Broadcast Research Initiative</li><li>○ Nielsen Council for Research Excellence</li><li>○ NSI Alliance Meeting Update</li></ul>	Mr. Gunzerath Mr. Marinaro Ms. Cuccinello Mr. Corbitt Ms. Shagrin Ms. Warden
6:00 p.m. - onward	The Beacon Bar and Grill at the Beacon Hotel 1615 Rhode Island Avenue, Northwest (202) 872-1126 <a href="http://www.capitalhotelswdc.com">http://www.capitalhotelswdc.com</a>	

## Thursday Morning

8:30 a.m.

Call to Order

Mr. M. Ross

Review of Agenda

9 a.m. - 2:30 p.m.

Nielsen Presentation + Working Lunch

- Nielsen's Opening Remarks Ms. Crow
- Nielsen's Client Focused Reorganization of Account Executives Ms. Crow
  - Details
  - Purpose of the reorganization
  - Plans moving forward
- Nielsen's response to COLTAM's Satisfaction Survey Ms. McFarland  
Ms. Triplett
- Detailed update on Operational Intelligence Ms. Burr  
Mr. K. Ross
  - Timeline to get this rolled out to customers
- Television Diary Improvement Ms. Coser  
Mr. Shuttles
  - Review of November 2009 and February 2010 Key Metrics
  - Next Steps in Diary Improvement
- Nielsen Quality Concerns
  - Birmingham Mr. K. Ross
    - Explanation of the issues
    - The resolution
    - Potential impact on other markets (discussion)
  - Louisville Mr. Rogers  
Mr. K. Ross
    - Explanation of the issues
      - Undetected tuner card malfunction
      - Miscrediting of viewing
    - Potential impact on other markets (discussion)
  - Reissued UEs for Hispanic TV households by Spanish language strata Mr. Dolson
    - Impact of reissuing UEs
    - Understanding why Nielsen is changing its language weighting variables
  - Recent issues with HD Capable and Receivable data Mr. Dolson
    - Explanation of the issues
    - The resolution

- Local Data Streams Ms. Crow
  - When does Nielsen plan to discontinue the Live Only evaluation data?

2:30 – 3:30 p.m.

Discussion and Other Business

Mr. M. Ross

Next Meeting and Adjournment

Mr. M. Ross