



**AGENDA**  
**Video & Electronic Media Council (Chicago)**  
**Wednesday, May 14, 2008**  
**1:30 – 3:30PM**

**Council Chair – Ned Greenberg, The Weather Channel**

***Will the Change to Digital in 2009 Lead to an Advertising Golden Age?***

SCHEDULE	PRESENTATIONS	PARTICIPANTS
1:30 – 1:35PM	<i>Welcome</i>	Marc Nightingale The ARF
1:35 – 1:45PM	<i>Introductions</i>	Ned Greenberg The Weather Channel
1:45 – 2:05PM	<i>Consumers' use of Electronic Media and How Researchers are Tracking/Measuring</i>	Don E. Schultz Northwestern University
2:05 – 2:25PM	<i>Navigating the World of Dynamic Multi-Platform Media, Including Online and Mobile Video</i>	Patrick Moriarty OTX Research
2:25 – 2:45PM	<i>Integrating Set-Top-Box Information and other Alternative Data Sources into Existing TV Online Usage Models</i>	Helen Katz Starcom
2:45 – 3:20PM	<i>Media Research Impact, Media Buying and Selling</i>	Roger Baron Draft FCB
2:45 – 3:20PM	<i>Discussion and Q &amp; A</i>	ALL
3:20 – 3:30PM	<i>Next Steps and Wrap Up</i>	Ned Greenberg The Weather Channel