

“CBS VISION” MEETS TO DISCUSS FUTURE OF MEDIA



The recent CBS Vision gathering at CBS headquarters in New York

On Nov. 5 & 6, the **CBS Vision Operating Committee**, which includes the top research officers from all CBS Corporation divisions, convened in New York City to offer updates on their respective divisions and collaborative opportunities between them. On the agenda were discussions regarding some of the media industry’s most pressing questions, including what the consumer is going to do next, and how **CBS Research** can aid in helping the Company continue to be on the leading edge of the 21st century media landscape.



David Poltrack

The meeting, led by **David F. Poltrack**, the President of CBS Vision and Chief Research Officer of **CBS Corporation**, included discussions on subjects such as the 2014 television season to date, the new segmentation of a changing media landscape, and the research perspective on results of the recent midterm elections. Attendees also heard presentations from research professionals in several CBS operating areas, as well as special presentations from **Nielsen**, the **Advertising Research Foundation**, **Statista**, **Rentrak** and more.

Noted CBS President and CEO **Leslie Moonves**: *“Research has always been a key component of this Company. And, as a result of continuing innovations in technology, the ways we collect and analyze our research are becoming more and more valuable all the time. In this context, CBS Vision is our strategic way of staying ahead of the curve and positioning us for the many opportunities before us. I couldn’t be more proud of the work that David and his team are doing in that regard, and look forward to CBS Vision’s contributions to our future success.”* Echoed Poltrack: *“The extraordinary commitment of Leslie Moonves in establishing CBS Vision and funding its state-of-the-art research facility at the Television City Research Center in the MGM Grand Resort and Casino in Las Vegas has allowed us to provide comprehensive research support to all of the company’s business units. Constantly expanding in scope and volume, this Center has put CBS at the forefront in the research industry, helping the Company make informed judgments involving all of its assets while opening up new opportunities in the developing direct-to-the-consumer media marketplace.”*

Created in 2006 and headed by Poltrack since its inception, CBS Vision works with research suppliers including **Nielsen**, **Rentrak** and **comScore**, as well as industry organizations such as the **Advertising Research Foundation**, the **Marketing Science Institute** and the **Coalition for Innovative Media Measurement**, to provide foundational research on consumer behavior and offer insights on emerging technologies, media consumption patterns and advertising value. For more information, go to CBS Vision’s launch release from January 2006: <http://www.cbscorporation.com/news-article.php?id=60>