



**Douglas Darfield**  
*Senior Vice President, Multicultural Measurement*  
**Nielsen Media Research**

**Doug Darfield** joined Nielsen Media Research as senior vice president, Hispanic Services, in February 2001, and is based at the Global Technology and Information Center in Oldsmar, Florida.

Doug leads the Hispanic Services group and works closely with the general managers of the National and Local business units. He also assumes a leadership position with regard to the company's Hispanic research functions and serves as Nielsen Media Research's industry representative.

Before joining Nielsen Media Research, Doug spent over 10 years as vice president/director of research for Univision, the Spanish-language television network. At Univision, he was involved in a number of important advances in the understanding of the U.S. Hispanic market, including the development of Nielsen Hispanic Television Index (NHTI) and Nielsen Hispanic Station Index (NHSI) services, the DRI/McGraw-Hill Reports on the U.S. Hispanic Consumer Market, and the Simmons Hispanic Study, among others. After leaving Univision, Doug was a research consultant for Televisa in Mexico City and director of network research for Hispanic Broadcasting Corp. Most recently, Doug served as chief strategic officer of EMC3, an on-line media exchange in Mexico City.

Doug began his career in broadcasting as a research analyst at Petry Television, and subsequently served as research manager and then as vice president/director of Research at Seltel before joining Univision.

Doug received a BA in History from State University of New York at Stony Brook.

**TUESDAY, August 10, 9:30 a.m.**  
**General Session 4**  
*Nielsen Research Presentation*

