



Ceril Shagrin
Executive Vice President
Univision Communications, Inc.

Ceril Shagrin is executive vice president of Audience Measurement Innovation and Analytics for Univision Communications Inc. the premier Spanish language media company in the United States. Prior to assuming this position she led the Corporate Research Division at Univision Communications Inc.

Ceril is considered a pioneer in the field of Spanish-language television research and has consistently distinguished herself by providing the industry with quality research. She was instrumental in demonstrating Univision's ratings parity with English-language broadcast networks when she engineered the networks migration to the Nielsen Television index (from the service's Hispanic monitor) and has been an industry leader in developing measurement tools that provide accurate, actionable data.

Prior to joining Univision in 1999, Ceril was senior vice president for Market Development at Nielsen Media Research. During her 27-year career at Nielsen, she was instrumental in the development of new systems and data collection techniques, and was the principal developer of the Nielsen Hispanic Service, which she managed for 10 years. Ceril was instrumental in the implementation of the National People Meter Service. In addition, she pioneered the development of Nielsen's measurement of non-traditional media such as place-based media, out-of-home viewing, and video news releases. Her application of state-of-the-art measurement technologies to Spanish-language television has helped to accelerate the growth of this industry.

An active member of the Media Ratings Council, Ceril is currently the past chair of the MRC Board and is a member of the Executive Committee. She also serves on the Television, Internet and Radio committees. She is a member of the Interactive Advertising Bureau Research committee and the National Association of Broadcasters' Committee on Local Television Audience Measurement (COLTAM). She is a member of the Nielsen Council for Research Excellence and chairs the Non Response Committee of that organization.

Ceril was the recipient of the 2005 Hugh Malcolm Beville, Jr. Award, honoring outstanding contributions to the field of broadcast audience research, which is awarded by The National Association of Broadcasters and the Broadcast Education Association.

TUESDAY, August 10, 8:30 a.m.
General Session 4
Nielsen Research Presentation

