



## **Statement from Media Rating Council Executive Director**

August 14, 2009

The Media Rating Council (MRC) encourages innovation in media measurement. Past experience should compel the industry to develop a good foundation of standards for metrics, quality and reporting in these areas of innovation. We are aware of the increasing and significant need for cross-media measurement information and consistent, aggregated set-top-box measurement

The MRC exists to audit and accredit media measurements that meet MRC standards, in a neutral manner, regardless of source. While the MRC Standards are appropriate for an overall assessment of these types of measurements, we believe specific-purpose, granular, industry accepted standards are important to encourage good measurement practices in these developing areas. As of now, such specific-purpose industry measurement standards do not exist for cross-media and set-top-box measurements. Measurement techniques, data cleaning and equalization across technologies, media neutrality, measurement metrics, calculation approaches, minimum disclosure requirements and reporting standards are among the matters that must be considered. These specific standards should be developed in cooperation with all industry measurement organizations and groups, including both buyers and sellers of advertising, to ensure validity and consistency in measurement. The MRC stands ready to assist in these activities, if requested.

George W. Ivie  
CEO and Executive Director  
Media Rating Council

### **About the Media Rating Council (MRC):**

The MRC is a non-profit Industry association established in 1964 composed of leading television, radio, print and Internet companies, as well as advertisers, advertising agencies and trade associations whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC Accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC *Minimum Standards for Media Rating Research*; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently over 50 research products are audited by the MRC.