



Contact: George W. Ivie, CEO  
[givie@mediaratingcouncil.org](mailto:givie@mediaratingcouncil.org)

**Media Rating Council Announces Accreditation Status Changes  
in Five Arbitron Portable People Meter™ Markets**

***MRC Accreditation Withdrawn in Five Markets;  
Statuses Unchanged for Remaining PPM Markets***

New York, NY (February 1, 2012): The Media Rating Council (MRC) announced today that its Board of Directors has voted to rescind MRC accreditation for the following five Arbitron Portable People Meter™ (PPM) markets: Cleveland, Portland (OR), Riverside-San Bernadino, Salt Lake City and Tampa. The Board reached this decision upon consideration of a recommendation from an MRC audit committee based on its review of the 2011 Arbitron PPM service audit results, which showed certain issues related to internal controls of the service and declines in service performance metrics.

MRC Executive Director and CEO George Ivie commented, “Arbitron has committed to continue to work with us in the MRC’s ongoing audit and accreditation process for the PPM service, and we will continue to monitor and evaluate their progress as they try to reach this goal. We look forward to a time when these and the other unaccredited PPM markets can receive MRC accreditation.”

Currently, nine of Arbitron’s 48 PPM markets are accredited by the MRC. These accredited markets are Atlanta, Cincinnati, Houston, Kansas City, Milwaukee, Minneapolis, Philadelphia, Phoenix and St. Louis.

About 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 approximately 70 research products are audited by the MRC. Additional information about MRC can be found at [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

###