



**Media Rating  
Council, Inc.**

370 Lexington Avenue  
Suite 902  
New York, NY 10017

Tel: (212) 972-0300  
Fax: (212) 972-2786

**PRESS  
INFORMATION**

**Contact: George W. Ivie  
(212) 972-0300  
givie@mindspring.com**

## **MEDIA RATING COUNCIL ACCREDITATION UPDATE**

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### **Services Accredited and Under Review By The Media Rating Council, Inc. (MRC)**

New York, NY – November 3, 2003

The MRC, a non-profit industry organization, today released an update to its list of Accredited media-research services. The purpose of this list is to recognize those services meeting the MRC's Minimum Standards for Media Rating Research.

Only those services that have completed the voluntary process of audit and evaluation, and that have been approved by the MRC Board of Directors, are Accredited and are authorized to carry the MRC Double-Check logo on their audience measurement reports.

In addition, certain media and Internet measurement services that are currently "Under Review" are indicated. Services "Under Review" are at various stages of the application, audit and evaluation process, but have not yet been Accredited. Not all services "Under Review" are listed since some research companies have chosen not to disclose this information at this time.

The MRC is a non-profit industry association established in 1964 composed of leading television, radio, print and Internet companies, as well as advertising agencies, advertisers and trade associations whose goal is to ensure measurement services that are valid, reliable and effective. The MRC intends to release this list periodically.

### **Services Awarded Accreditation Since October 2002**

The following media research products were awarded MRC Accreditation for the first time during the period from October 2002 (the date of the last press update) through the date of this release:

#### Arbitron

- County Coverage Service

#### Nielsen Media Research

- Boston Metered Market Viewers in Profile Report (a Local People Meter service)
- 4-Network Program Type Averages Report

#### Scarborough

- PRIME NEX T (Radio and Newspaper Data only)

## **Accredited Services and Services Under Review**

The following Services are either Accredited by the MRC or are “under review” at this time as indicated:

### **Television Services:**

#### Mediafax, Inc.

- Accredited Services:
  - TV Audience People-Meter Measurement Service – Puerto Rico
  - AdImpact
- Services Under Review:
  - Target Group Index (TGI) Service – Puerto Rico
  - Media Insight

#### Nielsen Media Research

- Accredited Services:
  - Nielsen Station Index (NSI)
    - Diary and Metered Market Viewers in Profile Reports
    - Metered Market Weekly Report
    - Boston Metered Market Viewers in Profile Report (a Local People Meter service)
  - Nielsen Television Index (NTI)
    - Pocketpiece Report and related Media Information Tape
    - National Audience Demographics Report and related Media Information Tape
  - Nielsen Syndication Service (NSS)
    - Pocketpiece Report and related Media Information Tape
    - National Audience Demographics Report and related Media Information Tape
    - 4-Network Program Type Averages Report
  - Nielsen Homevideo Index (NHI)
    - Cable Media Information Tape
    - Cable National Audience Composition Report
    - Nielsen Television Activity Report
  - Nielsen Hispanic Television Index (NHTI)
  - Galaxy Explorer (NTI, NSS, NHI, NHTI)
  - Galaxy Navigator (NSI)

#### SNAP

- Accredited Services:
  - SNAP3

### **Radio Services:**

#### Arbitron

- Accredited Services:
  - Continuous, Condensed and Standard Radio Market Reports (excluding Puerto Rico)

- County Coverage Service
- Custom Survey Area Reports
- MaximiSer, Version 8.6
- Media Professional, Version 8.6
- Qualitative Diary Service
- RADAR® (Radio's All Dimension Audience Research)
- RADAR® PC 2010 Electronic Delivery

### **Print Services:**

#### JD Power

- Services Under Review:
  - Power Media Report (Car and Truck)

#### Kantar Media Research

- Services Under Review:
  - 2003 MARS Pharmaceutical Study
  - Target Group Index (TGI) – Mexico

#### Mendelsohn Media Research, Inc.

- Services Under Review:
  - Mendelsohn Affluent Survey

#### Millward Brown IntelliQuest

- Accredited Services:
  - Computer Industry Media Study – Home Study
- Services Under Review:
  - Computer Industry Media Study – Business Study

### **Internet Services:**

#### Univision

- Services Under Review
  - Univision.com

### **Multi-Media Services:**

#### Mediamark Research Inc. (MRI)

- Accredited Services:
  - MRI Fall, Spring and Doublebase Studies
  - Mediamark Reporter
  - MEMRI, MEMRI<sup>2</sup>

#### Scarborough Research Corporation

- Accredited Services:
  - Newspaper Measurement, Volume 1 Demographic Profiles of Newspaper Readers

- Radio Measurement, Volume 3 Demographic Profiles of Radio Listeners
- PRIME NExT (Newspaper and Radio Data only)
- Services Under Review:
  - TV Measurement
  - Product Usage Data
  - PRIME NExT (TV and Product Usage Data)

#### Simmons Market Research Bureau

- Services Under Review:
  - Adult Study
  - Hispanic Study

Measurement services desiring MRC Accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC's *Minimum Standards For Media Rating Research*; and submit to and pay for MRC-designed audits to authenticate and illuminate their procedures. An Independent CPA Firm, selected by the MRC, conducts the audits with the guidance of the MRC. Ernst & Young LLP currently conducts these audits. The MRC's membership evaluates these audits and the MRC Board of Directors grants Accreditation if deemed warranted. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace.

### **Other Activities**

In addition to its auditing and accreditation functions, the MRC participates in numerous industry initiatives and measurement validation activities, including:

#### Audited Sample-Frame Vendors

These vendors provide sample-frame data to certain audience measurement services in the Accreditation process. Each of the Sample Frame vendors below has been audited for the purpose of validating the applicable service's sample frame.

Ongoing Audits:

- Acxiom Corporation
- InfoUSA, Inc.
- Marketing Systems Group/GENESYS sampling systems
- Survey Sampling Inc. (SSI)

#### Audited Universe Estimate Vendors

This vendor provides universe estimate data to certain audience measurement services in the Accreditation process. The MRC audit is for the purpose of validating the vendor's procedures for obtaining the universe estimates from the US Census and updating procedures they apply. Vendor

Under Review:

- Claritas

#### MRC Consultation with International Audit Committees

The MRC provides consulting and audit administration services for the following organizations. While the MRC does not grant Accreditation outside the United States and its Territories, we do advise the local country's industry committees based on U.S. guidelines on audit scope, audit results, and necessary actions resulting from audits.

- Consejo de Investigacion de Medios, Mexico
  - IBOPE-AGB Mexico, National TV Ratings
- ABAP-Redes Commission, Brazil
  - IBOPE Brazil, Sao Paulo Service
- Technical Commission, Ecuador
  - IBOPE Time Ecuador, Quito and Guayaquil TV Ratings
- Consejo de Usuarios de Servicios de Estudios de Audiometria (CUSEA), Peru
  - IBOPE Time Peru, Lima TV Ratings
- IBOPE International Subscriber Audit Committee
  - Telepanel Production System
  - IBOPE Colombia Examination

#### Measurement Guidelines Development Projects

Beyond the *MRC Minimum Standards for Media Rating Research*, the MRC takes an active role in the production of more specific measurement guidelines in various media.

- Internet Ad Campaign Measurement Guidelines
  - Joint Project of the Interactive Advertising Bureau and the MRC
- On-Line Classification and Roll-up Guidelines for Web Properties
  - Joint Project of the On-line Publisher's Association, Interactive Advertising Bureau, comScore Media Metrix, Nielsen//NetRatings and the MRC
- Data Integration Guidelines
  - An interpretation of the requirements of the *MRC Minimum Standards for Media Rating Research* for data integration applications

#### Member Education Program

The MRC initiated a free, member-only education program, eventually expected to cover the significant areas of syndicated research methodologies. Sessions held so far include:

- The MRC Accreditation Process
- Sample Design and Selection

Other sessions are in development.