



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
Suite 343  
New York, NY 10170

Tel: (212) 972-0300  
Fax: (212) 972-2786  
[www.mediatingcouncil.org](http://www.mediatingcouncil.org)

February 10, 2026

Ms. Anna Welch  
President  
MRI-Simmons  
200 Liberty Street, 4<sup>th</sup> Floor  
New York, NY 10281

Dear Ms. Welch,

The Media Rating Council (MRC) Board of Directors has voted in favor of continued accreditation of the MRI-Simmons USA Study, including the Doublebase USA report and the Simmons *Insights Platform*.

Accreditation indicates that the Service complies with: (1) *MRC Minimum Standards for Media Rating Research*, (2) the procedures described in MRI-Simmons's answers to the *Media Rating Council (MRC) Questionnaire*, and (3) the procedures described in the Service's procedure manuals and other textual materials.

We congratulate you for maintaining this important Industry standard of quality for your service. We look forward to our continued engagement with the MRI-Simmons in the future.

Sincerely,

George W. Ivie  
Executive Director and CEO

Copy to: MRC Print and Data Quality Committee, MRC Digital Committee, MRC Television Committee, MRC Radio Committee, MRC Out of Home Committee, MRC Executive Committee  
Nicholas Terlizzi, Davaine Burke (EY)  
Anthony Torrieri, Shadi Hamdan, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)