



**Media Rating
Council, Inc.**

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March 6, 2023

Ms. Anna Welch
President
MRI-Simmons
200 Liberty Street, 4th 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 MEMRI application. The MRC Board of Directors also voted in favor of granting accreditation to the Simmons *Insights Platform*.

Accreditation indicates that the Service complies with: (1) the *MRC Minimum Standards For Media Rating Research*; (2) the procedures described in MRI-Simmons' 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 on achieving accreditation for the Simmons *Insights Platform* as well as for maintaining this important Industry standard of quality for your USA Study, Doublebase USA, and MEMRI products. We look forward to our continued engagement with MRI-Simmons in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

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 Executive Committee
Randy Pyle, Davaine Burke (EY)
Anthony Torrieri, David Gunzerath, Ron Pinelli, Laris Oliveri (MRC)