



**Media Rating
Council, Inc.**

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February 17, 2023

Mr. Mike Powell
SVP, International Operations & COO, RCS & Media Monitors
Media Monitors LLC
1 North Broadway, 14th Floor
White Plains, NY 10601

Dear Mr. Powell:

The Media Rating Council (MRC) Board of Directors has voted in favor of continued accreditation of the Media Monitors TV and Radio Spot Services for pre-recorded radio and TV advertising spots plus Public Service Announcements of at least 15 seconds in length, airing at least twice within an eight-day period.

Accreditation indicates that the Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* published by the MRC; (2) the procedures described in Media Monitor's answers to the MRC Questionnaire, and (3) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on maintaining this important Industry standard of quality, and we look forward to continuing our work with you 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 TV Committee
MRC Radio Committee
MRC Executive Committee
Anthony Torrieri, David Gunzerath, Ron Pinelli, Laris Oliveri (MRC)
Fernando Perez, Davaine Burke (EY)