



**Media Rating
Council, Inc.**

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April 10, 2019

Mr. Kevin Alvero
SVP Internal Audit
The Nielsen Company
501 Brooker Creek Blvd
Oldsmar, FL 34677

Dear Mr. Alvero:

The Media Rating Council (MRC) Board of Directors has voted in favor of continued accreditation of the Nielsen Audio Radio Diary Service for Radio Market Reports (RMR), Custom Survey Area Reports (CSAR) and TAPSCAN Web services.

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 Nielsen Audio'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 achieving 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". The signature is fluid and cursive.

George W. Ivie
Executive Director and CEO

Copy to: MRC Radio Committee
 MRC Executive Committee
 Nick Terlizzi, Ryan Tate, Davaine Burke (EY)
 Anthony Torrieri, David Gunzerath, Ron Pinelli (MRC)