



**Media Rating
Council, Inc.**

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September 30, 2025

Mr. Jonathon Wells
Global Lead – Measurement Standards and Compliance
Nielsen
501 Brooker Creek Blvd.
Oldsmar, FL 34677

Dear Mr. Wells:

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

It should be noted that this accreditation excludes the following Audio Diary markets whose accreditation was formally revoked and are considered under review:

-Bryan-College Station, TX	-Portsmouth-Dover-Rochester
-Hudson Valley	-Reno
-Killeen-Temple, TX	-Trenton
-Odessa-Midland, TX	

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".

George W. Ivie
Executive Director and CEO

Copy to: MRC Radio Committee
MRC Executive Committee
Nick Terlizzi, Ryan Tate, Davaine Burke (EY)
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Shadi Hamdan, Hannah Bolcar
(MRC)