



MRC Names Shadi Hamdan, VP of Syndicated Research Audits

Mr. Hamdan will focus on MRC's evaluations of video audience measurement vendors, including important areas such as cross-platform data capture, identity applications, the use of AI and machine learning and ensuring fair representation of populations in audience estimates

New York, NY (May 23, 2025): The Media Rating Council (MRC) has named Shadi Hamdan as VP of Syndicated Research Audits. The announcement, effective immediately, was made by George Ivie, Executive Director and CEO.

Mr. Hamdan will be responsible for leading support of MRC's audit and accreditation activities of syndicated measurement, especially measurement of video audiences. He will also support MRC's standards setting activities as well as helping to represent the MRC to internal and external constituencies.

"With the need for accreditation growing and complex evaluations of video audience measurement vendors front and center for MRC, we will benefit from Shadi's extensive, focused experience," said George Ivie. "His technical skills in emerging areas of technology and measurement methods will add to MRC's readiness to deliver validation in competitive vendor environments, cross-media, advanced TV and streaming that presently challenge our members and the industry."

Mr. Hamdan was most recently a Senior Manager at EY, where he was responsible for executing MRC accreditation audits and leading audit teams of various sizes. His role at EY spanned across different media measurement environments such as television, radio, print, out of home, and digital measurement. He also is experienced in executing audits internationally, as well as in emerging measurement areas such as Big Data, streaming and machine learning. Hamdan is also fluent in English, Spanish and Arabic and is particularly experienced audits related to Hispanic measurement and other population groups.

About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.

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