

The Past, Present And Not-Too-Distant Future Of Standards: A Conversation With George Ivie

- by [Joe Mandese](#) [@mp_joemandese](#), 3 hours ago

While the rest of us were celebrating the New Year, George Ivie was celebrating his 25th anniversary as the CEO and executive director of the Media Rating Council -- already the longest-running MRC chief in the council's 60-year history.

But Ivie isn't looking to pack it in anytime soon, and despite a number of recent expansions into new forms of digital media -- and even place-based ones such as point-of-care media networks -- Ivie already is looking into even more disruptive and challenging changes in the media industry, including artificial intelligence.



Watch my in-depth interview with him above, and feel free to make some comments, or just congratulate him on his long and successful run.