



**PRESS
INFORMATION**

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**Recent Television Advertising Campaign Activities
Directed at Nielsen Media Research**

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On May 28, 2004, the Television Committee of the Media Rating Council (MRC) issued a public statement that included the following:

“...the Television Committee believes that New York audience measurements, including Nielsen’s Meter-Diary Service (the current official New York market ratings source), the New York component of the National Services and the New York LPM Service, may have been negatively impacted by certain public campaigns and activities focused on the representation of Nielsen’s measurements. The Television Committee strongly urges that these activities, where linked in any way to media organizations, be immediately ceased. The Television Committee condemns the use of public campaigns as a strategy for a Nielsen client to alter measurement policy.”

Public policy debate is always welcome, but media organizations whose businesses are directly affected by audience ratings should not sponsor or carry advertising, regardless of medium, which could alter participation in measurement surveys. The exact impact or consequences of these activities on measurement accuracy (across a range of Nielsen’s products) and the public’s willingness to cooperate with Nielsen’s research are difficult, or impossible, to determine. Rather than take the risk that further public debate might have an adverse effect on measurement accuracy, the MRC will communicate its positions directly to the organizations involved.

Additionally, the Television Committee, consisting of a large, diverse group of broadcasters, cable organizations, advertising agencies, advertisers and media-industry trade associations, urges Nielsen to take immediate action to address the MRC’s audit findings to assure that the New York Local People Meter Service achieves MRC Accreditation as soon as possible.

About the MRC

The MRC is a non-profit industry association established in 1964 at the behest of the U.S. Congress. The MRC is comprised of leading television, radio, print and Internet 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’s *Minimum Standards For Media Rating Research*; 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 40 syndicated research products are audited by the MRC.