

**Appendix FMedia Ratings Council Board Members and Accredited
Services**



MEMBERS

- ABC/Disney
- A&E
- Allbritton
- Ammirati & Puris/Lintas
- Bates USA
- BBDO Worldwide
- Business Week
- CAB
- Carat North America
- CBS
- Clear Channel
- Condé Nast
- Cox Enterprises
- CNBC/MSNBC
- DDB Needham
- Discovery
- DMB&B
- ESPN
- Fox-National
- Fox-Stations
- Hearst
- Interp Radio Store
- Leo Burnett
- Lifetime Television
- McCann Erickson
- MPA
- NAA
- NAB-Radio
- NAB-Television
- NBC-Network
- NBC-Stations
- NCC
- Ogilvy & Mather
- Post-Newsweek
- RAB
- Rainbow-CNI
- Saatchi & Saatchi
- SRA
- Telemundo
- Televisa
- Time-Warner/Turner/HBO
- TN Media
- Tribune Broadcasting
- Tv Azteca
- TVB
- Univision
- USA Network
- Viacom/MTV
- Wall Street Journal
- Western International
- Westwood One

LIAISONS

- AAAA
- ANA
- ARF

MEDIA RATING COUNCIL (MRC)

WHO

A non-profit industry association whose members consist of the blue chip companies of our industry....including television and radio broadcasters, cablecasters, print organizations, advertising agencies, and industry trade associations.

WHAT

The MRC charter is to maintain audience research confidence and credibility by attempting to secure the industry audience measurement services that are valid, reliable, and effective.

HOW

Audience measurement services desiring MRC Accreditation are required to disclose to the MRC membership (and all customers) all methodological aspects of their service; meet MRC Minimum Standards For Rating Research; and submit to MRC designed audits to authenticate and illuminate their procedures. The membership evaluates these audits and the MRC Board grants Accreditation if deemed warranted. In addition, the MRC membership actively pursues research issues it considers priorities in an effort to improve the quality of research in the marketplace.

MRC ACCREDITED SERVICES

- | | |
|--|-------------------------------------|
| Arbitron Radio-Continuous Market Service | Nielsen-National Demographics (NAD) |
| Arbitron Radio-Condensed Market Service | Nielsen-Network TV Service (NTI) |
| Arbitron Radio-MaxiMeter '95 | Nielsen-Homevideo Service (NHI) |
| Arbitron Radio-Standard Market Service | Nielsen-Local Diary Service (NSI) |
| Mediafax Television Service | Nielsen-Local Meter Service (NSI) |
| MRI Syndicated Study/Memri | RADAR-Network Radio Service |
| Nielsen-Syndication Service (NSS) | The Media Audit (TMA) |

SERVICES APPLYING FOR ACCREDITATION

Scarborough

Services applying for accreditation have all formally requested accreditation and are at various stages in the application and audit process. Only services that have completed the process and are approved by the MRC Board carry the MRC "Double Check" in their reports.