



## **MRC Accreditation Process Status Update**

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### comScore Media Metrix (comScore)

comScore has completed a confidential pre-audit review with the MRC's auditors. comScore also reviewed the pre-audit report and provided comments as necessary. The findings of the pre-audit review, generally representing areas for follow-up and further inquiry or potential future audit issues, were summarized in writing by the MRC Staff and communicated to comScore. In early August a meeting was held between the MRC staff and comScore personnel with the MRC auditors to review the pre-audit results. Additionally, comScore was supplied the scope of the MRC audit itself prepared by the MRC auditors (a CPA Firm). This audit scope was divided into several phases, representing sections of comScore's methodology or technology that need testing, to facilitate completion of the audit in manageable portions and interim communication of audit phase results to the MRC audit committee.

At this time, several next steps are in process:

- The MRC is preparing a list of research studies that it will request comScore to complete, based on the early August meeting. These research studies will be designed to evaluate the effectiveness of certain unique aspects of comScore's measurement methodology, which MRC has not previously seen or evaluated. Completion of these research studies is likely to take several months and they can be completed in parallel with the audit process.
- The MRC is reviewing the full audit proposal to ensure all proposed testing (by the CPA auditors) is necessary and that it considers MRC member (user) input. However, certain phases of the audit scope are not likely to change, because they are based on technology or software testing that is relatively unambiguous.
- comScore received the full audit proposal prepared by the MRC auditors on August 2, 2007. They are currently evaluating the proposal. MRC awaits their response.

### Nielsen/NetRatings (NNR)

NNR has completed a pre-audit review with the MRC's auditors and provided comments on the pre-audit findings to the MRC. A series of meetings has been held between the MRC staff, the MRC audit committee and NNR to discuss and evaluate the results of the pre-audit. Findings of the pre-audit review, generally representing areas of follow-up and further inquiry or potential future audit issues, were summarized in writing and NNR has supplied a preliminary list of action plans to the MRC to address these findings, or further dialogue has been requested in some areas. NNR was provided with the scope for the MRC audit itself prepared by the MRC auditors (a CPA Firm). This audit scope was divided into several phases, representing sections of NNR's methodology or technology that need testing, to facilitate completion of the audit in manageable portions and interim communication of audit phase results to the MRC audit committee. NNR formally agreed to the audit scope in late May 2007.

Currently the first phase of the audit, testing of data collection (the NNR meter and data transmittal functions), is in process.

The MRC has prepared a list of research studies which it has requested NNR to complete. These studies are designed to evaluate the effectiveness of certain unique aspects of NNR's measurement methodology, which MRC has not previously seen or evaluated. Completion of these research studies is likely to take several months and they can be completed in parallel with the audit process. NNR has accepted these studies and has completed certain aspects of the first study designed to illustrate certain performance metrics of the NNR sample, and recently presented the results of this study to the MRC audit committee. At this time, NNR is continuing to work on several research studies on behalf of MRC and the MRC staff is preparing further details on some of the requested research studies to assist NNR in this process.

#### About the MRC

The MRC is a non-profit industry association established in 1964 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 50 syndicated research products are audited by the MRC.