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Media Rating Council Announces Accreditation Status Change for the Simmons National Consumer Study

New York, NY (September 18, 2014): Media Rating Council (MRC) announced today that its Board of Directors voted to remove MRC accreditation for the Simmons National Consumer Study, which includes the Simmons National Hispanic Consumer Study. The Simmons National Consumer Study, including the National Hispanic Consumer Study, had been accredited by MRC since 2005.

The MRC Board of Directors reached its decision based on an independent audit of the Simmons 2012 National Consumer Study that was carefully reviewed by a large audit committee representing the various media constituencies in MRC, as well as advertising agencies and advertisers, and after Simmons was afforded the opportunity to respond to the audit findings. The audit noted declines in service performance metrics and Simmons is already taking steps to address the concerns communicated by MRC.

MRC Executive Director and CEO George Ivie commented, “We are pleased that Simmons remains committed to the MRC accreditation process and that they are undertaking actions to address the audit matters. Simmons announced their intention to work closely with MRC, and we look forward to a time when accreditation of the Simmons National Consumer Study can be reinstated.”

The Simmons National Consumer Study, which includes the National Hispanic Consumer Study, is the only service submitted for MRC accreditation by Simmons.

About the Media Rating Council (MRC)

MRC is a non-profit industry association established in 1964 composed 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 Minimum MRC Standards for Media Rating Research and other standards MRC produces; 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 90 research products are audited by MRC.

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