



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
Suite 343  
New York, NY 10170

Tel: (212) 972-0300  
Fax: (212) 972-2786  
[www.mediatingcouncil.org](http://www.mediatingcouncil.org)

January 7, 2026

Mr. Paul Donato  
Chief Research Officer  
The Advertising Research Foundation (ARF)  
432 Park Avenue South, 4th floor  
New York, NY 10016

Dear Mr. Donato,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation for the ARF DASH TV Universe study (the “Service”), as reported within the *Web Dashboard* and *Tableau*, related to universe estimates for consumers’ use of Television as well as the use of digital devices and streaming services.

Accreditation indicates that the Service complies with: (1) *MRC Minimum Standards for Media Rating Research*, (2) the procedures described in ARF’s answers to the *Media Rating Council Questionnaire*, and (3) the procedures described in ARF’s textual materials included in the reports to subscribers and the related *Description of Methodology*.

We congratulate you on achieving accreditation for the ARF DASH TV Universe study as well as for maintaining this important Industry standard of quality for your service. We look forward to our continued engagement with the ARF in the future.

Sincerely,

George W. Ivie  
Executive Director and CEO

Copy to: MRC Print and Data Quality, Digital, Television, Radio, International, OOH Committees,  
MRC Executive Committee  
Nicholas Terlizzi, Matt Gill (EY)  
Hannah Bolcar, Shadi Hamdan, Laris Oliveri, Ron Pinelli, Anthony Torrieri (MRC)