



**Media Rating
Council, Inc.**

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March 31, 2025

Mr. Brian Pugh
Chief Information Officer
Comscore, Inc.
11950 Democracy Drive, Suite 600
Reston, VA 20190

Dear Mr. Pugh,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting accreditation of the following:

- National Time-Based Grid Reports: Household Rating and Average Audience estimates for (1) Total Households, and (2) “Households with” age/gender breaks and reported household compositions based on age/gender
- Local Time-Based Grid Reports: Household Rating and Average Audience estimates for (1) Total Households, and (2) “Households with” age/gender breaks and reported household compositions based on age/gender (for 210 markets)

Note: The following were not included in the submitted examination scope and therefore not included in the above accreditation: persons level estimates, commercial period estimates, and household rating and average audience estimates relating to Ethnicity, Race, Income and other demographic breaks.

We believe it is critical for Comscore to include the *Note* above with all references to this accreditation.

Accreditation indicates that the measurements reported, as described above, by the Service comply with: (1) the *Minimum Standards for Media Rating Research* issued by Media Rating Council, Inc. (MRC or the Council) (the *MRC Minimum Standards*); (2) the *MRC Guidelines Concerning Data Integration* (the *Data Integration Guidelines*); (3) the *MRC Cross-Media Audience Measurement Standards* (Phase 1 Video) (the *Cross-Media Audience Measurement Standards*); (4) the *Multi-Channel Digital Video Data Capture, Accumulation and Processing Guidelines* (the *MVPD Guidelines*) co-issued by MRC and NCC Media; (5) the procedures described in Comscore’s answers to the *Media Rating Council Questionnaire* (MRC Questionnaire) and (6) the procedures described in the respective descriptions of methodology, textual materials provided to subscribers and Comscore’s procedure manuals.

We congratulate you on maintaining this important Industry standard of quality, and we look forward to continuing our work with you in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie
Executive Director and CEO

Copy: MRC TV Committee, MRC Executive Committee
Chris Johnson (Comscore)
Randy Pyle, Kaitlyn Thorwarth (EY)
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hanna Bolcar (MRC)