



**Media Rating  
Council, Inc.**

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November 20, 2024

Mr. Jonathon Wells  
Global Leader – Measurement Standards and Compliance  
Nielsen  
501 Brooker Creek Blvd  
Oldsmar, FL 34677

Dear Mr. Wells:

The Media Rating Council (MRC) Board of Directors has voted in favor of continued accreditation of the Nielsen Audio Portable People Meter (PPM) Service in 28 markets (as detailed in the enclosure below) for audio (excludes TV) monthly estimates (excludes weekly or daily estimates except average weekly Cume estimates based on a monthly sample) and Average Quarter Hour (AQH)-based estimates (excludes minute-level) that are available via the PPM Analysis Tool (PPM AT) and TAPSCAN Web (TAPSCAN). This also includes audience estimates available through Cume Duplication Percentage and Ethnic Composition reports for Persons 6+ and Persons 12+ within the monthly PPM Radio Market Report (PPM RMR).

Accreditation indicates that the Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* published by the MRC; (2) the procedures described in Nielsen Audio's answers to the MRC Questionnaire, and (3) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on achieving 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 to: MRC Executive Committee  
MRC Radio Operating Committee  
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)  
Nick Terlizzi, Ryan Tate, Davaine Burke (EY)

Encl: 1 (Specific Accredited Statistics)

### Accredited Statistics

Monthly estimates and AQH-based estimates that are available via PPM AT and TAPSCAN Web as well as audience estimates available through Cume Duplication Percentage and Ethnic Composition reports for Persons 6+ and Persons 12+ within the monthly PPM RMR in the following PPM markets:

- Atlanta
- Baltimore
- Charlotte
- Chicago
- Cincinnati
- Cleveland
- Columbus
- Denver
- Detroit
- Greensboro
- Indianapolis
- Jacksonville
- Kansas City
- Los Angeles
- Miami-Ft. Lauderdale
- Milwaukee
- Minneapolis-St. Paul
- Nassau-Suffolk-Long Island
- Philadelphia
- Phoenix
- Pittsburgh
- Portland
- Riverside-San Bernardino
- Salt Lake City
- San Antonio
- San Diego
- St. Louis
- Tampa-St. Petersburg-Clearwater