



## Client Communication

April 6, 2005

### **Federal Trade Commission Declines Involvement in Television Ratings**

Attached please find the text of a letter from Deborah Platt Majoras, Chairman of the Federal Trade Commission. This letter is in response to a request from several members of Congress to review Nielsen Media Research's Local People Meter service.

The FTC concludes, among other things, that government regulation of television ratings is unnecessary. It endorses a self regulatory approach, such as Nielsen's participation in the Media Rating Council's voluntary accreditation program. "Absent deceptive or unfair practices, it would not be within the Commission's authority to impose quality standards for accuracy in audience measurement." The FTC concludes that Nielsen is not engaged in such practices.

Supported by the position of the Federal Trade Commission, we will continue to work cooperatively with all our clients and through the Media Rating Council to collectively address the challenges of the rapidly changing world of television.