



Nielsen
Media Research

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To our clients:

Nielsen Media Research has received the final report of the Independent Task Force on Television Measurement. The report was presented to me by former Congresswoman Cardiss Collins, who chaired this group of distinguished industry and community leaders, each of whom gave generously of their time and expertise to provide Nielsen Media Research and our clients with valuable insights into how we can better measure the viewing habits of the nation's increasingly diverse television audience.

The Task Force did an admirable job of fulfilling its mandate. Task Force members took the time to learn about the complex and often arcane science of television audience measurement. They also collected and reviewed a broad range of facts and opinions, carefully considering the many different points of view of representatives from Nielsen, the industry and the various communities. Finally, they worked together through a collaborative process to develop a set of thoughtful and practical recommendations.

I want to thank Mrs. Collins for her guidance and diligence. She selflessly agreed to assist us through this demanding process, and to provide an outstanding service to the public. I also want to thank each of the Task Force members for their own commitment to this effort.

Finally, I want to extend my sincere appreciation to Congressman Charles B. Rangel, who first suggested the idea for the Task Force.

Now, the ball is in our court. Nielsen Media Research is already taking steps to implement many of the report's recommendations. The attached press release summarizes our key initiatives. A complete text of the Task Force report is available at www.everyonecounts.tv.

A number of the recommendations will require support and cooperation from our clients. We want to work closely with you, and with the Media Rating Council, to get your input. We have set an aggressive timetable to implement or address these recommendations in a timely manner.



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The Task Force has provided us with the means to effectively address many of the challenges we face as the television industry and its audiences change. I am confident that we can take advantage of this unique opportunity by working together through an open and independent process.

Sincerely,