

Senator Martinez:

7/18/05

Thank you for your response and your kind invitation to expand on the concerns I recently shared with you.

I have reviewed the legislation under consideration regarding the regulation of the activities of Nielsen Media Research and find that I cannot endorse its support.

I know Nielsen to be a benevolent employer of thousands; I know Nielsen to be an innovator in emerging technologies, a friend of commerce, a friend to the environment and a provider of worthwhile services.

I believe the proposed legislation will have a harmful, potentially devastating effect on these things and have a detrimental influence on the numerous industries directly and indirectly associated with Nielsen's undertakings, particularly their clientele; I can see no advantage to making such regulatory involvement mandatory which outweighs its negative impact.

Whether due to greater accuracy in measurement (by the LPMs) or a flaw in the system, some networks' ratings appear to have declined, particularly among minority viewers in some urban markets, according to analyses.

That, I am confident, is in itself incentive enough for Nielsen to examine and regulate its own actions; passing this bill would be overkill.

Considering the billions of dollars at stake, I believe that television rating companies, including Nielsen, are *inherently* accountable to their customers and, therefore, *must* provide accurate measures to the public.

Clearly, with the creation of the MRC, Congress intended for ratings to remain under the auspices of the industry; even the Federal Trade Commission has agreed that self-regulation is the best approach for ratings systems.

While the MRC's mission is an admirable one (which I support), I see their role as being akin to that of organizations like ISO (International Organization of Standardization), and not as an accrediting body with the power to regulate, peremptorily, the actions of Nielsen or any other entity wishing to engage in the business of media research.

I find myself in support of Nielsen's position and urge that you reconsider such action and join with me, and the many thousands of other Floridians who supported your bid for the seat you now hold and feel as I do; that the marketplace should decide the future of Nielsen's activities.

Sincerely,

Terry L. Baker
Constituent
Brooksville, FL 34602