



NEWS

COUNCIL FOR RESEARCH EXCELLENCE ADDS MEMBERS REPRESENTING NBC UNIVERSAL, NOMURA SECURITIES, RIESTER

New York, NY, March 23, 2011 – The Council for Research Excellence (CRE), a diverse group of senior research professionals from throughout the media and advertising industries dedicated to advancing the knowledge and practice of audience measurement methodology, announced today that it has appointed three new members.

The new members are Laura Cowan, Media Strategist at RIESTER, a large independent advertising and public relations firm with offices in Los Angeles, Phoenix and Salt Lake City; Dr. Janet Gallent, Vice President of Consumer Insights and Innovation Research within NBC Universal’s Strategic Research Group; and Michael Nathanson, Managing Director and head of the US Media and Internet equity research team at global investment bank Nomura Securities.

Ms. Cowan and Mr. Nathanson had earlier been CRE members while with prior employers; in keeping with CRE bylaws they were re-admitted as representatives of their current employers. Dr. Gallent is new to the CRE.

“It’s always a pleasure to announce member additions to the CRE, but we’re particularly delighted that previous members were eager to re-join,” said Mike Hess, Executive Vice President, Research, Marketing Science, and Consumer Insights at Carat and chairman of the CRE. “We’re looking forward to the contribution all our new members will make in helping us meet the full agenda we’ll have for this year.”

About the Council for Research Excellence

The Council for Research Excellence (CRE) is an independent research group created (in 2005) and funded by The Nielsen Company. CRE is dedicated to advancing the knowledge and practice of audience measurement methodology and is comprised of senior-level industry researchers representing advertisers, agencies, broadcast networks, cable, syndicators, local stations, and industry associations.

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CRE members represent advertising agencies and media-buying firms including Bromley Communications, Carat, Deutsch, GroupM, Horizon Media, Magna, Riester, Starcom MediaVest and TargetCast tcm; media companies including CBS, Comcast, Cox, Discovery, Disney, Hearst Television, NBC Universal, News Corporation, Raycom Media, Scripps Networks, Time Warner, Univision and Viacom; advertisers including Kimberly-Clark, Microsoft, Procter & Gamble and Unilever; industry organizations including the Media Rating Council (MRC), the Syndicated Network Television Association (SNTA); and the Nielsen Company.

For more information about the Council for Research Excellence, please visit:
<http://www.researchexcellence.com/>

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