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RE: Sole Source Letter

October 3, 2018

To Whom It May Concern:

We at Nielsen Media Research are not the sole provider of research services. However, IPTV requires unique services and platforms that Nielsen Media Research exclusively supplies. Nielsen has provided these unique services to Iowa Public Television for several years with great success, at a modest rate. Furthermore, the use of another vendor will cause difficulty due to conflicts in software, hardware, as well as platform compatibilities.
Our added value to IPTV is evident in the compatibility that our platforms share. This compatibility eliminates any hindrances or disrupting of services.

If you have any further questions please let me know.

Thank you,

Suzanne Teagle
Account Director

Sole Source Provider

Founded in 1979, TRAC Media Services is a research company that has set the standard for objective and insightful audience analysis for American public television stations.

TRAC analyzes Nielsen data to identify and contextualize viewing trends for public television stations in service to helping managers make better decisions to serve their local communities.

All levels of station management, including general managers, use TRAC's advice, station program managers, pledge producers, development directors, and underwriting professionals to better position their local PBS station in the community.

Nielsen provides us with a great deal of data, but it is TRAC analysis that provides us with the tools to use the data for local audience service. Unlike Nielsen data, TRAC analysis drills down deep into program and audience level data while also giving us the tools to interpret and apply results for future schedules, membership initiatives and community engagement directions.

There is only one company in the world, TRAC Media Services, that analyzes audience data specifically for use by public television stations.

Audience and viewing analysis, and contextualizing related data in public television terms, makes it possible for statewide networks to better serve the communities around their state. The data interpretation gives stations and networks a basis to make service decisions with respect to topic and program priorities for viewers, as well as helps with best practices to make the case for public support of public television.