



Friday, October 25, 2019

Re: Sole Source Letter

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 compatibility.

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.

Best,

Suzanne Teagle  
VP/Account Director  
Nielsen Media Research

Nielsen | 85 Broad Street | New York, NY 10004 | [nielsen.com](http://nielsen.com)

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Justin Beaupré  
Iowa Public Television  
6450 Corporate Drive  
Johnston, IA 50131

October 25, 2019

Justin,

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.

Sincerely,

A handwritten signature in blue ink, appearing to read "KAY", is written over a light blue circular stamp or watermark.

Keith York  
Director, Business Development

## Amendment

Date: October 25, 2019

Reference is made to the Nielsen Service Agreement between Iowa Public Television ("Client") on behalf of KDIN-TV and The Nielsen Company (US), LLC ("Nielsen") effective November 1, 2015 (as amended, the "Agreement"), as amended. For good and valuable consideration, receipt of which is acknowledged by the parties, it is mutually agreed that the Agreement is hereby further amended as follows:

1. Section 6.1 of the Agreement is amended to read as follows:

Unless terminated in accordance with the terms hereof, this Agreement, the licenses granted and the Services rendered hereunder shall commence November 1, 2015 and shall remain in effect for an initial period of three (3) years (the "Initial Term") and an additional period of one (1) year, through October 31, 2019 (the "First Renewal Term") and an additional period of one (1) year through October 31, 2020 (the "Second Renewal Term") and together with Initial Term and the First Renewal Period, the "Term". Each twelve (12) month period commencing as of the date of this Agreement shall be a "Contract Year."

2. The Services set forth in Section A. of Schedule 1 shall continue through the "Second Additional Renewal Period". Except for Digital subchannel KDIN-DT2 in the Des Moines DMA shall be terminated from the Agreement effective November 30, 2019 at which time all Services and licenses provided to Client for such station shall cease. Client will pay a fee of \$168 for the period November 1, 2019 through November 30, 2019.

3. The following shall be added to Schedule 1 of the Agreement as of December 1, 2019:

- a. Service: Local Measurement Service
- Affiliate: KDIN-DT3/Des Moines
- Fee(s): See #4 below
- Commencement Date: December 1, 2019 through October 31, 2020

Digital Subchannel Call Sign	Station Call Sign	DMA Region	Programming Affiliation
KDIN-DT3	KDIN	Des Moines	World

4. Fees for the "Second Renewal Period" are as follows in accordance with Section B. of Schedule 1.

- a. Fee for Local Market Service:

QUARTERLY FEES		
KDIN-TV	November 1, 2019 – October 31, 2020	\$4,893
KDIN-DT3	December 1, 2019 – October 31, 2020	\$504

Except as expressly set forth in this Amendment, all terms and conditions set forth in the Agreement remain in full force and effect. As of the effective date hereof, all references to the Agreement shall be references to the Agreement as amended by this Amendment.

IN WITNESS WHEREOF, this Amendment has been executed by the parties hereto through their duly authorized representatives whose signatures are set forth below.

**THE NIELSEN COMPANY (US), LLC**

**IOWA PUBLIC TELEVISION**

By \_\_\_\_\_

By \_\_\_\_\_

Name: Michael Scally

Name: \_\_\_\_\_

Title: Vice-President Finance

Title: \_\_\_\_\_