



NEWS

COUNCIL FOR RESEARCH EXCELLENCE ADDS MEMBERS FROM ESPN AND PALISADES MEDIA GROUP

New York, NY, September 24, 2013 – The Council for Research Excellence (CRE), a diverse group of senior-level 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 approved as members **Artie Bulgrin**, senior vice president, research + analytics at ESPN, Inc, and **Susie Thomas**, senior vice president, director of research & insights, Palisades Media Group.

“Artie and Susie are innovative, thoughtful research executives and they will make excellent additions to the CRE’s talented membership roster,” said Ceril Shagrin, executive vice president of Univision Communications Inc. and chair of the CRE.

About the **Council for Research Excellence**

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

CRE members represent advertising agencies, media-buying firms, media companies, advertisers and industry organizations including ABC, AMC Networks, CBS, Comcast, Cox, Discovery, Disney, ESPN, GroupM, Horizon Media, Hulu LLC, Kimberly-Clark, LIN Media, Magna Global, the Media Rating Council, Media Storm, the National Association of Broadcasters, NBC Universal, News Corporation, Nielsen, Omnicom, Palisades Media Group, Raycom Media, Scripps Networks Interactive, Starcom MediaVest, the Syndicated Network Television Association, TargetCast tcm, the Television Bureau of Advertising, Time Warner, Tribune Co., Twitter, Univision and Viacom.

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

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