


2004 FOR PROFIT CORPORATION ANNUAL REPORT

1 of 2

DOCUMENT # F98000003215 1. Entity Name NIELSEN MEDIA RESEARCH, INC.	
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Principal Place of Business 770 BROADWAY NEW YORK, NY 10003	Mailing Address 150 MARTINGALE RD 4TH FL. SCHAUMBURG, IL 60113
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DO NOT WRITE IN THIS SPACE

FILED
JAN 24 AM 9:35
SECRETARY OF STATE
TALLAHASSEE, FLORIDA



01072004 No Chg-P CR2E034 (10/03)

4. FEI Number 06-1450569	Applied For Not Applicable
5. Certificate of Status Desired <input type="checkbox"/> \$8.75 Additional Fee Required	

6. Name and Address of Current Registered Agent

C T CORPORATION SYSTEM
1200 SOUTH PINE ISLAND ROAD
PLANTATION, FL 33324

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8. The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. I am familiar with, and accept the obligations of registered agent.

SIGNATURE _____ (NOTE: Registered Agent signature required when reinstating) DATE _____

FILE NOW!!! FEE IS \$150.00 After May 1, 2004 Fee will be \$550.00	9. Election Campaign Financing Trust Fund Contribution. <input type="checkbox"/> \$5.00 May Be Added to Fees	U000000012950 01/26/04-80032-008 150.00
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10. OFFICERS AND DIRECTORS

TITLE NAME STREET ADDRESS CITY - ST - ZIP	PCEO WHITING, SUSAN 770 BROADWAY NEW YORK, NY 10003
TITLE NAME STREET ADDRESS CITY - ST - ZIP	CFO OHARA, JAMES 770 BROADWAY NEW YORK, NY 10003
TITLE NAME STREET ADDRESS CITY - ST - ZIP	VPS SCHWARTZ-LEEPER, DAVID 770 BROADWAY NEW YORK, NY 10003
TITLE NAME STREET ADDRESS CITY - ST - ZIP	VPAC EGGERT, RONALD F 150 MARTINGALE RD SCHAUMBURG, IL 60173
TITLE NAME STREET ADDRESS CITY - ST - ZIP	
TITLE NAME STREET ADDRESS CITY - ST - ZIP	

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12. I hereby certify that the information supplied with this filing does not qualify for the exemption stated in Section 119.07(3)(i), Florida Statutes. I further certify that the information indicated on this report or supplemental report is true and accurate and that my signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears in Block 10 or Block 11 if changed, or on an attachment with an address, with all other like empowered.

SIGNATURE: Ronald F. Eggert RONALD F. EGGERT 1/16/04 847-605-3510

SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR Date Daytime Phone #

Nielsen Media Research Inc.

List of Officers

Name	Address
Susan Whiting President & CEO	770 Broadway New York, NY 10003
James O'Hare Vice Pres & CFO	770 Broadway New York, NY 10003
David A. Schwartz-Leeper VP, General-Counsel, & Secretary	770 Broadway New York, NY 10003
Ronald F. Eggert Vice-Pres & Controller	150 Martingale Road Schaumburg, IL 60173
James Ross Assistant Secretary	770 Broadway New York, NY 10003

Directors

Gerald S. Hobbs	770 Broadway New York, NY 10003
Thomas Mastrelli	770 Broadway New York, NY 10003