

2005 FOR PROFIT CORPORATION ANNUAL REPORT (AR)

FILED
Feb 28, 2005 8:00 am
Secretary of State

02-28-2005 90219 027 ***150.00

DOCUMENT # F98000003215

1. Entity Name

NIELSEN MEDIA RESEARCH, INC.



Principal Place of Business

**770 BROADWAY
NEW YORK NY 10003**

Mailing Address

**150 MARTINGALE RD
4TH FL ATTN: M WAGNER
SCHAUMBURG IL 60173**

00019824



1st MOORE

CR2E034 (10/04)

2. Principal Place of Business

3. Mailing Address

Suite, Apt. #, etc.

Suite, Apt. #, etc.

City & State

City & State

Zip

Country

Zip

Country

4. FEI Number

06-1450569

Applied For

Not Applicable

5. Certificate of Status Desired ☐

**\$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**

7. Name and Address of New Registered Agent

Name

Street Address (P.O. Box Number is Not Acceptable)

City

FL

Zip Code

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

Signature, typed or printed name of registered agent and title if applicable

(NOTE: Registered Agent signature required when reinstating)

DATE

**FILE NOW!!! FEE IS \$150.00
After May 1, 2005 Fee Will Be \$550.00
Make Check Payable to Florida Department of State**

9. Election Campaign Financing
Trust Fund Contribution. ☐

**\$5.00 May Be
Added to Fees**

10. OFFICERS AND DIRECTORS

TITLE **PCEO** ☐ Delete
NAME **WHITING, SUSAN**
STREET ADDRESS **770 BROADWAY**
CITY-ST-ZIP **NEW YORK NY 10003**

TITLE **CFO** ☐ Delete
NAME **OHARA, JAMES**
STREET ADDRESS **770 BROADWAY**
CITY-ST-ZIP **NEW YORK NY 10003**

TITLE **VPS** ☐ Delete
NAME **SCHWARTZ-LEEPER, DAVID**
STREET ADDRESS **770 BROADWAY**
CITY-ST-ZIP **NEW YORK NY 10003**

TITLE **VPAC** ☐ Delete
NAME **EGGERT, RONALD F**
STREET ADDRESS **150 MARTINGALE RD**
CITY-ST-ZIP **SCHAUMBURG IL 60173**

TITLE **VP TAX** ☐ Delete
NAME **FREDERICK STEINMANN**
STREET ADDRESS **770 BROADWAY**
CITY-ST-ZIP **NEW YORK NY 10003**

TITLE ☐ Delete
NAME
STREET ADDRESS
CITY-ST-ZIP

11. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 11

TITLE ☐ Change ☐ Addition
NAME
STREET ADDRESS
CITY-ST-ZIP

TITLE ☒ Change ☐ Addition
NAME **Jane Rode**
STREET ADDRESS **770 BROADWAY**
CITY-ST-ZIP **New York NY 10003**

TITLE ☐ Change ☐ Addition
NAME
STREET ADDRESS
CITY-ST-ZIP

TITLE ☐ Change ☐ Addition
NAME
STREET ADDRESS
CITY-ST-ZIP

TITLE ☐ Change ☒ Addition
NAME
STREET ADDRESS
CITY-ST-ZIP

TITLE ☐ Change ☐ Addition
NAME
STREET ADDRESS
CITY-ST-ZIP

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 Eggert / R F EGGERT** **2/1/05** **847-605-3510**
SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR Date Daytime Phone #

ATTACHMENT
#98000003215
50019824

**Nielsen Media Research Inc.
List of Officers**

| Name | Address |
|--|--|
| Susan Whiting President & CEO | 770 Broadway New York, NY 10003 |
| Jane Rode Senior Vice President & CFO | 770 Broadway New York, NY 10003 |
| David A. Schwartz-Leeper Senior VP, General-Counsel, & Secretary | 770 Broadway New York, NY 10003 |
| James O'Hara Senior Vice President | 770 Broadway New York, NY 10003 |
| Ronald F. Eggert Vice-Pres & Controller | 150 Martingale Road Schaumburg, IL 60173 |
| James Ross Vice President & Asst. Secretary | 770 Broadway New York, NY 10003 |
| Frederick Steinmann Vice President & Director of US Taxes | 770 Broadway New York, NY 10003 |

Directors

| | |
|------------------------------|------------------------------------|
| Thomas Mastrelli Director | 770 Broadway New York, NY 10003 |
|------------------------------|------------------------------------|