

CUENDE Infometrics involved in creating the new international standard for measuring the digital Outdoor Advertising.

US based MRC (Media Rating Council) has elected Daniel Cuende, Innovation Manager at CUENDE Infometrics, to join to DOOH Measurement Standards Working Committee. MRC's goal is to define the US Digital Out of Home guidelines. Other selected members are Clear Channel Outdoor, PosterScope, DPAA (Digital Place-based Advertising Association) and Nielsen On-Location, among others.

MRC's initiative has a clear international vocation, as this ambitious project is the first global initiative that includes both digital billboards as new media located indoors, like shopping malls and transportation networks.

The presence of Daniel Cuende ensures an international vision to the MRC initiative, as is involved in Outdoor Audience Measurement in Spain (GEOMEX), United Kingdom (Route), Australia (MOVE) and South Africa, which binds to its recent election as a member of the Ethics Committee of ESOMAR (World Association for market, social and opinion research).

About MRC

The MRC is a non-profit Industry association established in 1964, from initiative of U.S. Congress. It is composed of leading television, radio, print and internet companies, as well as advertisers, advertising agencies and trade associations whose goal is to ensure measurement services that are valid, reliable and effective. Currently approximately 70 research products are audited by the MRC.

Additional information about MRC can be found at www.mediaratingcouncil.org.

About CUENDE Infometrics

CUENDE Infometrics is a research firm specializing in solutions for Out-of-Home Media, formed by professionals specialized in the creation, innovation and development of new systems. CUENDE Infometrics offers innovative solutions for Audience Measurement in various countries as well as specialized software audience data and OOH media management.

Additional information about MRC can be found at www.cuende.com.

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