

PUBLIC ANNOUNCEMENT



WHERE WILL YOU FIND THE WORLD'S LARGEST READERSHIP SURVEY? IN THE WORLD'S LARGEST DEMOCRACY, OF COURSE.

The Media Research Users Council (MRUC) has commissioned the world's largest readership and consumption survey - **Indian Readership Survey (IRS)**. The IRS is a pan-India **readership and consumption study**, which provides vital insights on the readership of Newspapers and Magazines, **other media consumption** like TV, Radio, Internet, and also **product ownership information**. IRS enables marketing companies to devise effective media and marketing strategies that contribute in achieving their business goals. The Survey is being carried out by **Nielsen India** - a reputed market research agency in India. We request you and your family members to cooperate with Nielsen surveyors, who may come to your house for conducting an interview. If you wish to verify, you may ask the Nielsen surveyor for an Identity Card.

Media Research Users Council (MRUC), a registered not-for-profit industry body, having representations from major advertisers, publishers, advertising agencies, and broadcasters, has commenced the fieldwork for the 2018-19 edition of the IRS.