Clerk of the House of Representatives	Secretary of the Senate
Legislative Resource Center	Office of Public Records
B-106 Cannon Building	232 Hart Building
Washington, DC 20515	Washington, DC 20510

Secretary of the Senate
Received: Aug 10, 2005

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

NIELSEN MEDIA RESEARCH

2. Address:
770 BROADWAY 14TH FLOOR, NEW YORK, NY 10003

3. Principal place of business (if different from line 2):

4. Contact Name: DAVID SCHWARTZ-LEE
Telephone: 646-654-8324
E-mail (optional): David.Schwartz-Leeper@Nielsen

Senate ID #: 290718-12
House ID #: 37206000

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2005 Midyear (January 1 - June 30): ☒ **OR** Year End (July 1 - December 31): ☐

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than $10,000: ☐

$10,000 or more: ☐ => Income (nearest $20,000): _____

Provide a good faith estimate, rounded to the nearest $20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than $10,000: ☐

$10,000 or more: ☒ => Expenses (nearest $20,000): 1,010,000.00

14. Reporting Method.
Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only
☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code
☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: COM (one per page)

16. Specific lobbying issues:

Television ratings; introduction of Local People Meters in local media markets; S.1372; HR 32981H

17. House(s) of Congress and Federal agencies contacted:
Executive Office of the President
Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: ARNOLD, EDDIE
Covered Official Position (if applicable): N/A
Name: DONATO, PAUL
Covered Official Position (if applicable): N/A
Name: HOYNOSKI, BRUCE
Covered Official Position (if applicable): N/A
Name: LOFTUS, JACK
Covered Official Position (if applicable): N/A
Name: LOWERY, DON
Covered Official Position (if applicable): N/A
Name: MEDIZABAL, JUAN
Covered Official Position (if applicable): N/A
Name: OKEN, JACK
Covered Official Position (if applicable): N/A
Name: PEARSON-MCNEIL, CHERYL
Covered Official Position (if applicable): N/A
Name: SCHWARTZ-LEEPER, DAVID
Covered Official Position (if applicable): N/A
Name: WHITING, SUSAN
Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above.**None**

Signature: ON FILE Date: Aug 10, 2005

Printed Name and Title: DAVID SCHWARTZ-LEEPER - SR. VICE-PRESIDENT, GENERAL COUNSEL