



CRAIG JAFFE RESEARCH 360° Leadership in Research & Analytics

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Open Letter to Nielsen Resonates with Industry Craig Jaffe Becomes Social Media's Top Contributor* for:

Nielsen TV Ratings ARF Digital TV Research Advertising Account Executives of America

- An open letter to the industry written by Craig Jaffe

Nielsen Glitches - See Them Before They Happen & Learn How to Work Through Them

- Published on the industry's leading professional social media network*

Mr. Jaffe ranks as " Top Contributor* " in the following groups:

- Nielsen TV Ratings (#1 out of 1,691 members)
- ARF (#1 out of 4,787 members)
- Digital TV Research (#1 out of 863 members)
- Advertising Account Executives of America (#1 out of 28,164 members)

* LinkedIn (Oct-Nov 2014)

