

For Immediate Release
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Research Director, Inc. Weighs in on Voltair

Marc Greenspan, Founding Partner of Research Director, Inc., weighs in on Voltair in the company's latest blog post. He reviews the landscape of the conversation, including Nielsen's position on the device and his own anecdotal evidence that suggests a direct link between the use of Voltair and an increase in ratings. The company calls for cooperation, transparency, and an independent third-party review.

Read the blog in its entirety here:

<http://www.researchdirectorinc.com/2015/07/to-voltair-or-not-to-voltair-that-is-the-question>

About Research Director, Inc.

Research Director, Inc., based in Annapolis, Maryland, helps radio stations' programming and sales departments maximize the value of their research. Coined "The Ratings Experts" by their clients, they have been involved with Arbitron/Nielsen's PPM methodology since its inception. For more information about Research Director, Inc., call 410-295-6619 or e-mail info@ResearchDirectorInc.com.