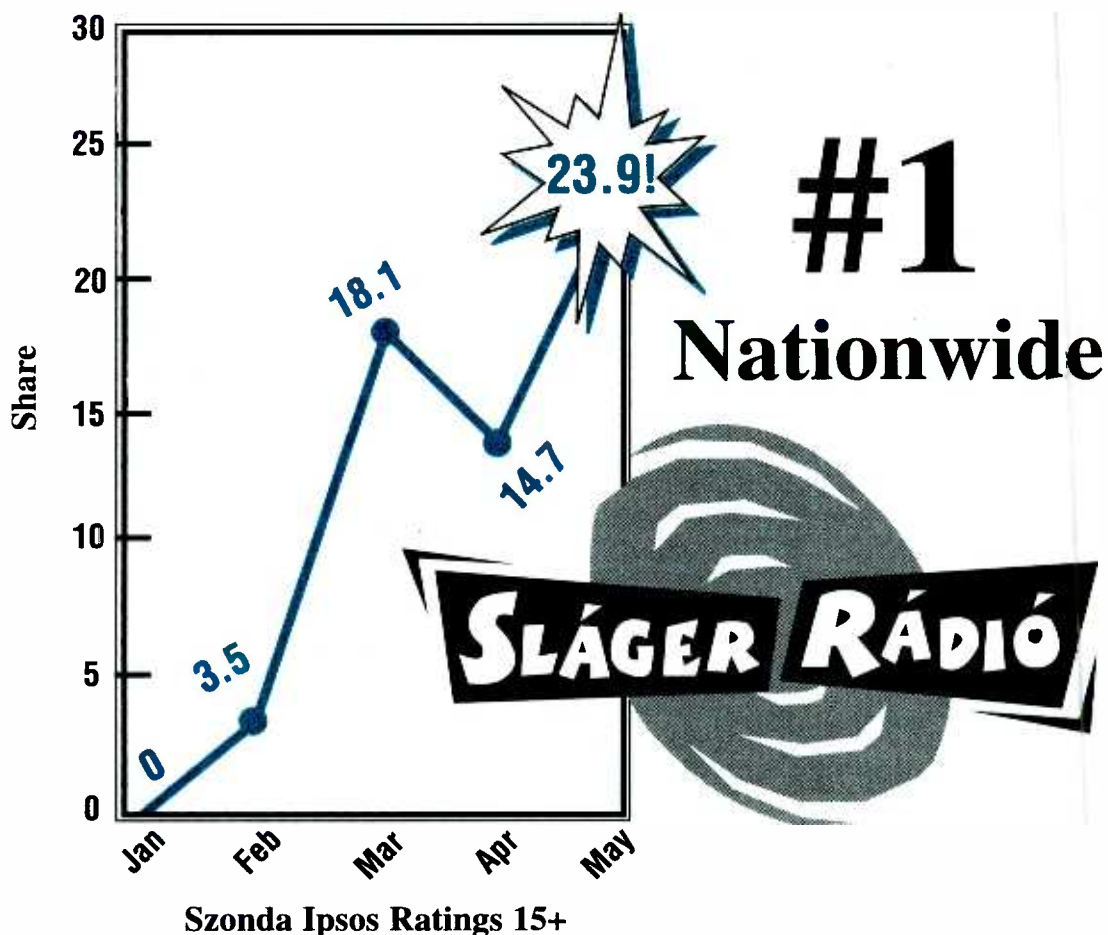


# “Hungary” for Ratings?

When Emmis International invested in a new radio station in Hungary, they wanted to ensure success. They called Edison Media Research.

We adapted our methods to the unique Hungarian language and culture, and in January we presented the findings. The product of our work: Sláger Rádió.

The results have been nothing short of incredible. In a few short months, Sláger Rádió has become the number one radio station in all of Hungary.



Ask Emmis Executive VP **Rick Cummings**: “We really would have screwed this up without Edison Media Research.”

Emmis International President **Randy Bongarten**: “If you want to win, you should call Edison today. They are real researchers who come with no agenda, no pre-selected format--they just want to win. Sláger would not be #1 without Edison.”

We wish hearty *gratulálunk* to Sláger!

No matter where you are or what kind of situation you are in, precise actionable research leads to ratings. Give us a call and let's discuss how quality research leads to ratings success.



## edison media research

*America's 2<sup>nd</sup> Fastest Growing Market Research Company\**

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\*AdAge, 1996-1997 Report