



Multicultural Media, Telecom and Internet Council
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Dear Mr. Cheeks, Mr. McCarthy, Mr. Robbins, Mr. Ellison and Ms. Redstone:

On behalf of the Multicultural Media, Telecom and Internet Council (MMTC), we write to express our concern regarding Paramount's decision to transition its audience measurement to a vendor that does not provide accredited data on the viewing habits of diverse audiences. Paramount's actions not only disregard the importance of accurate representation but jeopardizes the growth and sustainability of thousands of diverse businesses and media entities.

For nearly four decades, MMTC has championed diversity and equal opportunity within the tech, media, and telecommunications industries. Central to this mission is ensuring that all communities—particularly those historically underserved—are visible and accounted for in the metrics that shape decision-making. Paramount's use of an unaccredited measurement service sets a dangerous precedent that imperils decades of progress.

We are in lockstep with the National Association of Black Owned Broadcasters (NABOB), the U.S. Black Chambers, Inc. (USBC), and Reverend Al Sharpton's National Action Network (NAN). All of these organizations, as well as Rep. Ritche Torres, have pointed out to you how the lack of accredited

audience data on Black and other diverse communities harms the businesses, advertisers, and media organizations who target and serve diverse audiences. They've also pointed out the impacts on diverse talent.

But that's not the full extent of the damage.

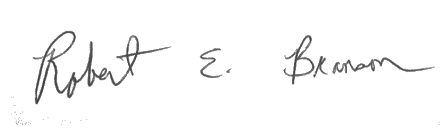
The Media Ratings Council (MRC), established to ensure accuracy, transparency, and consistency in audience measurement, has long been a vital safeguard for media accountability. Your shift to a provider lacking MRC accreditation not only weakens these safeguards but makes Paramount's own commitments to diversity, equity, and inclusion seem hollow.

As a recognized leader in advancing civil rights and inclusion, we call on you to reinstate a measurement system that accurately captures the viewing habits of all communities. Additionally, we second Reverend Sharpton's request to convene a meeting with diverse content creators, brands, and marketers to discuss and rectify the decision's implications.

Paramount has the power to set an industry standard that values and respects diversity. We hope you'll take this opportunity to affirm your commitment to inclusive practices.

We look forward to your response and are available and eager to collaborate on equitable solutions.

Sincerely,

A handwritten signature in black ink that reads "Robert E. Branson". The signature is written in a cursive style with a clear, legible font.

Robert E. Branson
President and CEO