

Voting Rules

Proposal to the General Assembly

	<p>Voting Rules in addition to the reviewed Statutes</p>
	<p>Part A : Voting rules for General Assembly</p> <p>Article 1</p> <p>Each country has a maximum of 6 votes. The maximum of 6 votes is distributed among the organisations of this country according to the following rule.</p> <p>An organisation receives one vote per audience research (“currency survey” / standard survey) it is in charge of for the following media: press, cinema, outdoor, internet, television and radio.</p> <p>The member organisation votes</p> <ul style="list-style-type: none"> - either by an appointed delegate who is present at the General Assembly - or by proxy voting at the General Assembly - or by absentee voting by mail to the Chairman.

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	<p>Article 2</p> <p>Every member organisation has as many votes as currency surveys it represents of the different media mentioned in Art. 1.</p> <p>The General Secretary keeps a record of the number of votes each member organisation is entitled to.</p> <p>As a consequence, the votes of a country can be divided between different member organisations of the same country according to the number of currency surveys a certain member organisation is responsible for.</p> <p>A further consequence is that a country cannot obtain the maximum number of votes if audience research of certain media in this country is handled by a non-member organisation or is not existing.</p>
	<p>Article 3</p> <p>If a member organisation is involved in the auditing of currency surveys, it has as many votes as currency surveys it audits of the different media mentioned in Art. 1.</p> <p>If the organisation which is entrusted with the currency survey of a certain media and the organisation which is entrusted with the audit of this currency survey are both member organisations, the vote for this media is then split between these two organisations.</p>

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	<p>Part B : Voting rules for the Board</p> <p>Article 1</p> <p>Every member of the Board has one vote. In the event of a tie vote, the Chairman's second ballot is the casting vote.</p>
	<p>Part C : Voting rules for the Executive Committee</p> <p>Article 1</p> <p>Every member of the Executive Committee has one vote. In the event of a tie vote, the Chairman's second ballot is the casting vote.</p>
	<p>Helsingor, 16 May 2009</p>