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Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515	Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510
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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant name Bill Lynch Associates			
2. Address <input type="checkbox"/> Check if different than previously reported 41 Hamilton Terrace New York NY 10031 USA			
3. Principal place of business (if different than line 2) City State/Zip or Country			
4a. Contact Name Mr. Bill Lynch		b. Telephone number (212) 283-7515	
c. E-mail bill@bill-lynch.com		5. Senate ID # 76398-113	
7. Client Name <input type="checkbox"/> Self Nielsen Media Research		6. House ID # 36059005	

TYPE OF REPORT 8. Year 2006 Midyear (January 1-June 30) ☒ OR Year End (July 1-December 31) ☐

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ ⇒ Termination Date _____

11. No Lobbying Activities ☐

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms INCOME relating to lobbying activities for this reporting period was: Less than \$10,000 <input checked="" type="checkbox"/> \$10,000 or more <input type="checkbox"/> ⇒ \$ _____ Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).	13. Organizations EXPENSES relating to lobbying activities for this reporting period were: Less than \$10,000 <input type="checkbox"/> \$10,000 or more <input type="checkbox"/> ⇒ \$ _____ 14. REPORTING METHOD. Check box to indicate expense accounting method. See instructions for description of options <input type="checkbox"/> Method A. Reporting amounts using LDA definitions only <input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) of Internal Revenue Code <input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Revenue Code
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Edit Form >

Signature 

Date 8-11-06

Printed Name and Title William Lynch, Jr.

0000211119



Registrant Name Bill Lynch Associates

Client Name Nielsen Media Research

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each code** information as requested. Attach additional page(s) as needed.

15. General issue area code _____ (one per page)

16. Specific lobbying issues

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17. House(s) of Congress and Federal agencies contacted ☐ None ☐ House ☐ Senate ☐ Other

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18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
.....
.....
.....
.....
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.....
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.....
.....
.....

19. Interest of each foreign entity in the specific issues listed on line 16 above ☐ Check if None

Signature _____

Date _____

Printed Name and Title William Lynch Jr

1000211120

Registrant Name Bill Lynch Associates

Client Name Nielsen Media Research

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

21. Client new principal place of business (if different than line 20)

City

State/Zip

22. New general description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is **no longer** expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues that **no longer** pertain

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Name	Address	Principal place of Business (city and state or country)

26. Name of each previously reported organization that is **no longer** affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Owns percent client

28. Name of each previously reported foreign entity that **no longer** owns, **or** controls, **or** is affiliated with the registrant, client or affiliated organization

Signature _____

Date _____

Printed Name and Title William Lynch, Jr.

