



**MRC Update on the Accreditation Statuses
of Nielsen's National and Local Television Measurement Services
February 22, 2017**

Throughout 2016, MRC was engaged in work with Nielsen to assess Nielsen's National Panel Expansion (NPX) initiative and the Viewer Assignment methodology used to estimate demographic-level viewing in Nielsen's Local Set Meter and Code Reader markets (these Local Set Meter Markets also contribute to national ratings estimates under the NPX methodology). This work involved extensive data review and analysis, and an ongoing back and forth dialogue between MRC's Television Committee and Nielsen on a range of issues related to the NPX and Viewer Assignment methodologies. As a result of this work, improvements to Nielsen's modeling processes have been identified, which include a revised procedure for the treatment of local special event programming (such as certain sports events) that has already been implemented by Nielsen, and other model enhancements are planned for implementation. In addition, MRC has urged Nielsen to develop better customer tools to enable data users to analyze and better understand changes that occur to audience estimates, an issue Nielsen is currently trying to address. MRC and its Television Committee will continue to work with Nielsen, as part of our mutual commitment to continuous improvement of measurement methods, to identify and recommend additional improvements to the Viewer Assignment process in focused areas going forward.

In light of the above, **the accreditation of the Nielsen National Television Service remains in place at the present time.** The MRC Television Committee's consideration concerning the future accreditation status of the service, inclusive of the NPX component, is ongoing, and is pending the completion by Nielsen of additional steps to address those issues already identified by MRC to improve the NPX methodology and certain other processes related to the NPX expansion initiative. MRC is also exploring other processes that could lead to further improvements related to the NPX expansion initiative.

Also, **the accreditation statuses of Nielsen's Local Market Services that rely on Viewer Assignment remain unchanged,** pending the completion by Nielsen of additional steps to address issues to improve the methodology and related processes. Upon completion of those steps, MRC's Television Committee will assess the accreditation statuses of these services.

The current accreditation statuses of each Nielsen Local TV service affected by the Viewer Assignment methodology is summarized as follows:

- NSI Set Meter/Viewer Assignment markets (31 DMAs): Accredited for Household-level viewing estimates only; demographic ratings in these markets, which rely solely on the Viewer Assignment methodology, are not accredited.
- NSI Code Reader/Viewer Assignment markets (14 DMAs): Not accredited for either Household or demographic estimates.

Finally, the NSI Local People Meter (LPM) market service, which is in place in 25 large DMAs and is largely unaffected by Viewer Assignment, is accredited by MRC for both Household and Persons-level viewing estimates. The NSI Diary-only service, which is in place in those markets that are not served by any of the above services, remains not accredited by MRC.

MRC will provide future updates on the accreditation status of the Nielsen National and Local Television Services as circumstances warrant.