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## **MRC Grants Accreditation to Nielsen/IBOPE Mexico Television Audience Measurement Service**

*Represents MRC's First Accreditation of a non-U.S. Measurement Product*

New York, NY (March 25, 2019): The Media Rating Council (MRC) has announced the accreditation of the Nielsen/IBOPE Mexico (NIM) Television Audience Measurement service. The accreditation is the first MRC has granted to a measurement service that operates exclusively outside the United States.

Accreditation of the NIM service culminates a five-year process of auditing by an independent CPA firm engaged by MRC, and significant work by NIM to address audit findings. An audit committee formed of members of MRC's International Operating Committee periodically reviewed audit results and NIM's progress toward making the service compliant with MRC Standards. This process resulted in considerable improvements to the performance of the service, and ultimately led to the audit committee's recommendation to accredit the service, which was subsequently ratified by MRC's full Board of Directors. MRC also shared the results of its work on a regular basis, and sought input from, a separate local client committee organized by the CIM (Consejo de Investigación de Medios), a media research-focused association which represents Mexican advertisers, agencies and media organizations.

"We congratulate Nielsen/IBOPE for achieving the unique distinction of becoming the first measurement service that exclusively serves an area other than the United States to gain MRC accreditation," said George W. Ivie, Executive Director and CEO of the MRC. "It represents the completion of a process that involved extensive collaboration among the Nielsen/IBOPE TAM organization, MRC and its members, and local market Nielsen/IBOPE client constituents, and we thank all the parties involved for their hard work that resulted in this successful conclusion."

The NIM accreditation is the first outward-facing result of recent MRC efforts authorized by its Board of Directors to enter into international accreditation engagements on a selective basis. In addition to television measurement service auditing in Mexico, MRC is currently engaged in auditing of digital audience measurement services and Sophisticated Invalid Traffic (SIVT) detection vendors in China. MRC will continue to consider expanding its internationally focused work in the future based on services' interest to MRC's membership, support for such accreditation work on the part of the local markets involved, and the extent to which the services involved parallel MRC's overall measurement quality priorities.

### About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC

*Minimum Standards for Media Rating Research* as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediatingcouncil.org](http://www.mediatingcouncil.org).

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