



PRESS
INFORMATION

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STATEMENT REGARDING THE NIELSEN/IBOPE MEXICO EXAMINATION

A Rigorous Audit has been completed with Good Results

New York – August 11, 2015: Media Rating Council, Inc. (MRC) recently communicated that a rigorous multi-phased examination has been completed of the Television Audience Measurement Service of Nielsen IBOPE Mexico (the NIM Service, or the Service). The examination was conducted by independent CPAs engaged by MRC and spanned over two years ending in March 2015, including our post-audit follow-up. Examination work covered all significant aspects of NIM's measurement methodology to determine whether the Service complies with the MRC's *Minimum Standards for Media Rating Research*.

Recently, after the final audit committee meeting in Mexico, the Consejo de Investigación de Medios (CIM) released a statement, with MRC's approval, describing the status of the NIM Service audit. Based on discussions MRC has had with certain Mexico marketplace participants it appears that there may be some confusion about the current status of the examination.

To be clear, at this stage the MRC International Committee and Television Committee have reached the following conclusions related to the Service as of the end of our examination period:

- The NIM Service is in substantial compliance with the MRC's Minimum Standards for Media Rating Research, which are the primary, but not sole, audit assessment criteria;
- NIM has successfully mitigated the negative effects of the panel disclosure which occurred in June 2012 through replacement of the panel and other operational actions; and
- Based on the NIM Service's substantial compliance with the MRC Minimum Standards for Media Rating Research, we believe the measurements reported in the NIM Service are currently usable for advertising commerce, with the understanding that measurement services that rely on sampling, such as the NIM Service, produce estimates (which are, by definition, subject to sampling variability), not actual population values.

The current NIM Service is the most MRC-compliant service we have examined in Mexico and in the Latin American region, and as noted above, usable for commerce and a quality source for analyzing consumer viewing behaviors; accordingly, we view this as a very positive status. MRC is continuing its process and will issue further communication as events warrant.