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MRC Accreditation Process Status Update: Nielsen//NetRatings

December 3, 2009

Products Submitted for Audit:

Nielsen NetView

Official Current MRC Accreditation Status:

In Process

Status Summary:

The Nielsen NetView audit is utilizing a phased approach, with various aspects of the service considered at different stages of the three-stage audit. To date, the independent CPA conducting this audit has issued a report for audit committee review on one of these three stages, which was focused on Nielsen's metering technology (reviewed by the committee in October 2008). In addition, the phase of the audit that covers Nielsen's backend processes is currently under way.

Nielsen//NetRatings has been making numerous changes to its methodology over the last year, and some of these changes have affected the timing of the audit, which is dependent upon the changes being operationalized. As a result, the remaining phases of the Nielsen audit are expected to be completed in 2010.

In addition, the MRC and Nielsen//NetRatings jointly developed a custom Research Plan to address certain unique or unusual aspects about the Nielsen methodology that required additional study and/or validation. Nielsen has made substantial progress in addressing the issues in this Plan, although there are remaining issues that will need to be addressed before an accreditation decision can be reached.

Nielsen's products also include the census-based services Site Census and Video Census. Audits of these services were completed in early 2009, and audit reports were reviewed by an MRC audit committee in April 2009.

Please refer to the following page for additional detail on the current status.

**Nielsen//NetRatings:
Summary of MRC Audit Status as of December 3, 2009**

<u>Accreditation Process Tasks</u>	Nielsen//NetRatings
Pre Audit	Nielsen//NetRatings (NNR) Pre-Audit completed and reviewed with MRC Staff and audit committee.
Audit Scope	Audit scope developed by MRC and Independent CPA firm; approved by NNR. Audit scope was divided into three phases: 1) Meter Technology and Data Editing, 2) Enumeration/Calibration/Large Panel, and 3) Backend Processes.
Research Plan	Multifaceted Research Plan developed with NNR designed to evaluate effectiveness of certain unique or unusual aspects of NNR's measurement methodology. Designed to be completed in parallel with audit process. NNR has completed significant portions of this Research Plan as of 11/09.
<u>Audit Areas:</u>	
Meter Technology	The audit of NNR's meter technology has been completed, and an audit report was reviewed by the audit committee in Q4 2008.
Enumeration Process	Audit not yet begun. NNR is in process of implementing changes to its enumeration processes, audit work will commence once these changes are in place.
Calibration Panel	Audit not yet begun. NNR is in process of implementing changes to its calibration panel processes, audit work will commence once these changes are in place.
Large Panel	Audit not yet begun.
User Identification Process	Audit initiated in Nov. 2009
Calibration/ Weighting/ Balancing	Audit initiated in Nov. 2009
Computations	Audit initiated in Nov. 2009
Dictionary	Audit initiated in Nov. 2009
Backend Quality Processes	Audit initiated in Nov. 2009
Census-Based Measurement	An audit of the Site Census/Video Census measurement methodology was completed, and a report was reviewed with the audit subcommittee in Q2 2009.
Census-Panel Hybrid Calculations	Not applicable at present.
<u>Research Plan Tasks:</u>	
Replication Analyses	First stages completed, analyses to be re-performed at subsequent stages.
Completeness of Panel Frame	Initial assessments completed and follow up actions planned.
Panel Tenure Analysis	Initial work completed.
Reconciliation Analysis	Not yet begun.