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Update on the MRC Accreditation Status of Nielsen's NetView Service

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Nielsen's NetView online audience measurement service has been under review by MRC for accreditation consideration. Over the last several years, MRC has conducted an audit of NetView staged over multiple phases, which has included audits of NetView's meter (the NetSight meter), its Calibration panel and Megapanel, and its Enumeration and Backend processes. As noted in the most recent MRC release on the status of this audit, issued November 6, 2012, all audit phases were completed and reviewed by the MRC's Nielsen NetView audit committee, and Nielsen also completed the major elements of a research plan that was conducted concurrently with the audit. The audit committee was awaiting the satisfactory completion of several planned Nielsen actions to address certain outstanding audit issues before making its recommendation on the accreditation status of the NetView service.

Recently, Nielsen informed the MRC that it plans to make changes to its NetView product, and these changes are of a significance that will require the MRC to begin a new audit process. As a result, Nielsen has elected to withdraw NetView from MRC accreditation consideration for the present time. Therefore, the MRC has closed the current Nielsen NetView audit with an official disposition of no accreditation action taken.

Nielsen has indicated its intention to re-submit NetView to the MRC accreditation process at a future time, and MRC encourages Nielsen to do so on a timely basis.

MRC will be issuing a complete update of the statuses of all current online audience measurement services audits in the near future.

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