



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

Tel: (212) 972-0300
Fax: (212) 972-2786
www.mediaratingcouncil.org

Press Information

Contact: George W. Ivie
Tel: 212-972-0300
givie@mediaratingcouncil.org

Media Rating Council Announces Accreditation Status Change for the Nielsen Scarborough Service

Accreditation Rescinded for the Local Market, National, USA+, and PRIME Lingo Services

New York, NY (August 27, 2015): Media Rating Council (MRC) announced today that its Board of Directors voted to remove MRC accreditation for the Nielsen Scarborough Local Market, National, USA+, and PRIME Lingo services. The timeline varies for when these services first became MRC accredited: Local Market Newspaper and Radio Data (2001), Product Booklet information (2004), Television Diary (2006), National Service (2006), USA+ (2008), and Prime Lingo (2013).

The MRC Board of Directors reached its conclusions based on an independent audit of these services that was carefully reviewed by a large and diverse audit committee representing the various media constituencies in MRC, as well as advertising agencies and advertisers, and after following due process. The audit documented continued declines among several performance metrics routinely monitored by MRC, and Nielsen is taking steps to address MRC's concerns as it evolves its Scarborough products. Nielsen also made a commitment to remain in the accreditation process as it seeks to regain accreditation of the Scarborough products.

Accreditation was removed from the Prime Lingo product because it no longer reports accredited data, and not because of any specific audit or performance issue. MRC also concluded its review of the Nielsen Scarborough Hispanic Service and the Board of Directors voted to not grant accreditation to this service largely due to poor performance metrics. This was MRC's initial review of the product, following a pre-audit of the service that was initiated in 2011, and this service has never been accredited by MRC.

MRC Executive Director and CEO George Ivie commented, "We are pleased that Scarborough has made a commitment to remain in the MRC accreditation process and that they are taking steps to address the audit findings. Scarborough stated its intention to work closely with MRC, and we look forward to a time when these products can once again be accredited, or with respect to the Hispanic Service, be granted accreditation."

About the Media Rating Council (MRC)

MRC is a non-profit industry association established in 1963 composed of leading television, radio, print and Internet 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 MRC Standards for Media Rating Research and other standards MRC produces; 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 more than 100 research products are audited by MRC.

###