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PRESS  
INFORMATION

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**MEDIA RATING COUNCIL STATEMENT ON ITS REVIEW OF  
THE NIELSEN NATIONAL PANEL EXPANSION INITIATIVE**

New York – December 24, 2015

Effective December 28, 2015, Nielsen will introduce the final component of its National Panel Expansion (NPX) initiative into its MRC-accredited National Television Ratings service. This involves the integration of tuning data from Set Meter market panel homes and demographic data derived from Nielsen's Viewer Assignment methodology used to determine the viewers within these Set Meter homes. With this introduction Nielsen's National Service remains accredited.

While much work related to MRC's examination and evaluation of Nielsen's NPX initiative has been satisfactorily completed, some important open items and questions remain outstanding. Therefore, early in 2016, the MRC will work with Nielsen to complete the evaluations of these open items and questions. When these matters are complete, the MRC will re-evaluate the accreditation status of the National Service and provide an update as necessary. Both MRC and Nielsen are committed to complete this process as soon as possible.

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