



January 22, 2025

Mr. Jonathon Wells
Global Leader – Measurement Standards and Compliance
The Nielsen Company
501 Brooker Creek Blvd
Oldsmar, FL 34677

Dear Mr. Wells:

Based on the 2024 audit and Nielsen's responses thereto, the Media Rating Council (MRC) Board of Directors has voted in favor of continued accreditation of the Nielsen National TAM Service (the Service), specifically for the following reports/deliverables:

Panel Only Reports/Deliverables (insofar as these continue to exist):

1. NTI *Pocketpiece* and related standard *Media Information Tape*;
2. NTI *National Audience Demographics* and related standard *Media Information Tape*;
3. NTIH *National Television Audience Media Information Tape*;
4. NHI Standard *Cable Media Information Tape*;
5. NSS *Pocketpiece* and related standard *Media Information Tape*;
6. NSS *National Audience Demographics* and related standard *Media Information Tape*;
7. NTI, NHI and NSS *Average Commercial Minute Media Information Tapes*; and
8. NPower (National Services electronic delivery system); not included in the scope are NPower reports that can be generated from or within the following: (1) Cross-Platform Reporting of TV/Internet (including both the Data Fusion and Single Source products), (2) individual LPM market reporting, (3) Nielsen Claritas PRIZM data, (4) Simmons Behavior Graphics data, (5) MarketBreaks Trend Analysis report, and (6) On-Demand Commercial Ratings (ODCR) reporting.

Panel + Big Data Reports/Deliverables:

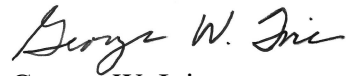
1. *Broadcast Media Information Tape*;
2. *Broadcast National Audience Demographics Media Information Tape*;
3. *Broadcast Hispanic National Television Audience Media Information Tape*;
4. *Cable standard and Pay Channel Media Information Tape*;
5. *Syndication Media Information Tape*;
6. *Syndication National Audience Demographics Media Information Tape*;
7. Broadcast, Cable and Syndication *Average Commercial Minute Media Information Tapes*; and
8. NPower (National Services electronic delivery system); not included in the scope are NPower reports that can be generated from or within the following: (1) Cross-Platform Reporting of TV/Internet (including both the Data Fusion and Single Source products), (2) individual LPM market reporting, (3) Nielsen Segmentation (formerly Claritas) data, and (4) MarketBreaks Trend Analysis Report reporting.

This accreditation is inclusive of Big Data and first-party streaming (presently only Prime TNF) integrated into the Service, but does not yet include dTVR, NHES as well as MRC's sign-off on the National OOH expansion as work is continuing in these areas.

Accreditation indicates that the estimates reported by the Service comply with: (1) the *Minimum Standards for Media Rating Research* published by the MRC; (2) the procedures described in Nielsen's relevant answers to the MRC Questionnaire, and (3) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on maintain this important Industry standard of quality, and we look forward to continuing our work with Nielsen in the future.

Sincerely,



George W. Ivie

Executive Director and CEO

Copy to: MRC Television Committee
MRC Executive Committee
Nick Terlizzi, Joe Bailey, Ryan Tate, Kaitlyn Thorwarth, Matt Gill (EY)
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)