



**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, CEO
212-972-0300
givie@mediaratingcouncil.org

Media Rating Council Statement on Its Evaluation of Methodological Changes to Nielsen's Local Market Services and Accreditation Statuses

New York – December 30, 2015

Effective December 31, 2015, Nielsen will introduce two new methodologies into its NSI Local Market services.

In Nielsen's 31 set meter/diary markets, Nielsen will continue to use meters to collect television set tuning data. However, it will cease using the diary for demographic measurement. Instead, demographic data will be based solely on Nielsen's Viewer Assignment methodology which will determine who is viewing in the set meter homes.

In addition, the Code Reader, a new metering technology, will be introduced to obtain television set tuning data in 14 Nielsen local markets that were previously diary-only markets. Diaries will no longer be used in these markets and demographic data will be based on the Viewer Assignment methodology.

The effects of these changes on MRC accreditation status of these Nielsen Local Market services are as follows.

- Nielsen's 31 set meter/diary markets are currently accredited by MRC. Household viewing estimates, which continue to be based on the set meter, will remain accredited. Since the MRC has yet to make an accreditation determination related to the Viewer Assignment process and this process is the source of persons data in these markets, persons-level viewing estimates will not be accredited effective December 31st.
- The 14 markets where the Code Reader and Viewer Assignment methodologies are being introduced remain unaccredited during the accreditation review process.
- The Nielsen Station Index diary-only markets are currently not accredited by MRC and there is no change in this status.

While much work related to MRC's examination and evaluation of the Viewer Assignment and Code Reader methodologies have been satisfactorily completed, some important open items and questions remain outstanding. MRC is committed to concluding its assessment of Nielsen's Viewer Assignment methodology as soon as possible, and expects this to occur in early 2016. In addition, Nielsen is currently in the process of addressing MRC findings related to the Code Reader. Any changes to the accreditation statuses of Nielsen's affected services will be communicated publicly.

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