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In response to marketplace inquiries, the MRC is providing the following updates on the accreditation statuses of the Nielsen IBOPE Mexico and HR Media Television Audience Measurement services (TAM), both of which have been submitted for accreditation consideration.

### **Nielsen IBOPE Mexico**

- **In Process, Not Accredited**

Nielsen IBOPE Mexico completed its second full-scope audit, which spanned 2016 and 2017, of its TAM Service in second quarter of 2017. While a formal accreditation vote has not yet been conducted, the MRC plans to convene its International Committee and Nielsen IBOPE Mexico in third quarter of 2017 to discuss NIM's responses to the audit; an accreditation vote will take place at that time.

MRC is in process of conducting the third full-scope audit of Nielsen IBOPE Mexico's TAM Service. This audit is being conducted in multiple phases throughout the remainder of 2017 and early 2018 and will include audits of the following:

- 2017 Establishment Survey (Phase I) / July 2017 Interim Pay TV Universe Estimate Update
  - In-Process
- 2017 Household Visits and Data Collection Processes
  - In-Process
- Backend Procedures as it relates to the operational sample, validation, checking, cable lineups, program titles, weighting, inspection, client software and textual materials.
  - Targeted to Begin in Fourth Quarter of 2017
- 2017 Establishment Survey (Phase II) / 2018 Universe Estimates Process
  - Scheduled to Begin in Fourth Quarter of 2017

### **HR Media**

- **In Process, Not Accredited**

HR Media is in process of completing a pre-assessment of its TAM Service in Mexico. This pre-assessment is being conducted in two phases; phase one was completed in second quarter of 2017 and focused on areas of the establishment survey, operational sample, and data collection and metering technology. The second phase of the pre-assessment began in August 2017 and will be completed in fourth quarter of 2017. Once this second phase of the pre-assessment has been completed, HR Media will begin a phased, full-scope audit.

After completion of the pre-assessment, HR Media has committed to undergo a full-scope accreditation audit of its service. We expect this to commence in early 2018.

Note that a pre-assessment project is more limited in scope than a full-scope audit. A pre-assessment project involves detailed discussions and documentation reviews to gain an understanding of a service's processes; the purpose of this project is to help identify potential deviations from the cited standards in advance of a full-scope audit. Detailed testing and verification of the systems is not conducted and as such, pre-assessments should be considered initial guidance.

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