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MRC Announces Performance Monitoring Program in Eight Underperforming MRC-Accredited Nielsen Audio PPM Markets

New York, NY (April 21, 2022): After reviews of recent audits of Nielsen's Audio PPM service, the Media Rating Council (MRC) and its Radio Committee have noted ongoing performance declines in a substantial number of currently accredited PPM Audio markets. As a result, MRC and Nielsen have agreed upon a panel performance monitoring process to be applied to eight of the 30 currently accredited Nielsen Audio PPM markets.

The eight markets included at this time in this performance monitoring program are Baltimore, Charlotte, Dallas, Denver, Houston, Miami, Minneapolis, and Nassau-Suffolk.

This enhanced monitoring program is now underway, and will be continued into the foreseeable future. It involves detailed and frequent monitoring and verification of key PPM panel performance metrics in the eight markets. In addition, these metrics will be compared against commitments Nielsen has made to MRC as part of a PPM panel improvement program that is designed to improve panel performances in these and other PPM markets. Nielsen Audio management also will meet regularly with the MRC's Radio Committee to review the results for these markets, and the Committee will consider their ongoing accreditation statuses with this information in hand.

It is both MRC's and Nielsen's goal to ensure these markets perform in a manner that warrants continued accreditation into the future, and the monitoring process has been established to ensure ongoing progress is being made toward that goal. Additionally, MRC will continue to review PPM panel performance in all markets, beyond the eight included in the formal monitoring process and in all contexts in which this data is used in MRC-audited services.

MRC will provide additional updates on this monitoring initiative as events warrant.

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About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media 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 Standards for Media Rating Research as well as other applicable industry measurement guidelines; 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 approximately 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.

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