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MRC Statement on VAB's "Behind Billions of Lost TV Impressions" Report (Amended)

Amended 1/31/22 to explicitly note MRC's statement below pertains specifically to the references made to MRC's analysis of COVID-related impacts to Nielsen's in-home measurement panels. MRC did not comment on VAB's analysis or estimates regarding Nielsen's recently disclosed error concerning Out-of-Home viewing.

New York, NY (January 26, 2022):

The Media Rating Council (MRC) would like to correct a representation that was made concerning MRC in a report issued today by the Video Advertising Bureau (VAB) titled "Behind Billions of Lost TV Impressions." The VAB report made several references to "adjustment factors" that were attributed to MRC, resulting from an analysis MRC conducted last year that concluded certain understatements to Nielsen's ratings had occurred. In fact, MRC did not position these figures as "adjustment factors," nor did MRC recommend they be used in that manner; rather the figures MRC published in May 2021 were presented simply as estimates of ratings understatements that MRC believed occurred in the single month of February 2021. February 2021 was chosen as the subject of the analysis at the time because MRC believed it represented the period at which the potential COVID-related impacts to Nielsen's panels were at their peak.

[MRC's full public statement from May 2021 can be found here.](#)

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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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