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**MEDIA RATING COUNCIL STATEMENT ON
DECEMBER 2016 NIELSEN AUDIO PPM SERVICE ACCREDITATION**

December 19, 2016 – MRC will withhold its accreditation from the December 2016 Nielsen Audio PPM service reports for those markets in which the PPM service is currently accredited.* Accreditation of the December 2016 PPM service reports will be withheld until such time that Nielsen Audio has fully addressed MRC’s inquiries and has completed additional analyses requested by MRC that demonstrate to MRC’s satisfaction that the PPM service disruption that affected, at minimum, the first week of the December reporting period, has been addressed and appropriately disclosed in a manner that is fully consistent with the *MRC Minimum Standards for Media Rating Research*.

Since the PPM connectivity disruption, Nielsen has shared information with MRC about the outage, Nielsen Audio’s recovery efforts, and related data analyses Nielsen Audio has performed. However, MRC believes the data analyses related to this incident with which we have been presented by Nielsen Audio, in addition to Nielsen Audio’s responses to a series of questions related to the incident that MRC has raised to Nielsen Audio, are incomplete, and therefore MRC and its Radio Committee and Board of Directors are unable to conclude as yet on this matter. Nielsen has committed to continue to work with MRC on this issue. Therefore, MRC has chosen to withhold its accreditation for the December PPM reports to which it would have otherwise been applicable until we receive responses and appropriate analyses of the impacted data that we deem satisfactory to address these concerns. We will update the marketplace at a future time should this situation change and we believe these issues have been sufficiently addressed to reinstate MRC accreditation of the December 2016 PPM estimates.

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* Although this incident affected all PPM markets, the accredited reports affected include the RMR Service, PPM Analysis Tool and TAPSCAN Web for the December 2016 period for the following 26 markets: Atlanta, Baltimore, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Houston, Kansas City, Los Angeles, Miami, Milwaukee, Minneapolis, Nassau-Suffolk, Philadelphia, Phoenix, Pittsburgh, Portland, Riverside, San Antonio, San Diego, San Francisco, St. Louis, and Tampa.