



MRC Statement on Nielsen's Plans to Introduce BBO Homes in Local Markets

New York, NY (December 23, 2021): Earlier today, Nielsen announced that it plans to move forward with its introduction of Broadband-Only (BBO) Homes in its local television market measurements beginning in January 2022. MRC recently completed an audit of the BBO Homes, and shares the following perspectives on this matter.

- While MRC agrees about the urgency to address the coverage gap that currently exists in Nielsen's local television measurements because of the exclusion of the segment of the population represented by BBO Homes, we are concerned about the accuracy of Nielsen's measurement of these homes at the present time, based on our audit's findings.
- Among the key areas of concern identified by MRC are a relatively high percentage of crediting inaccuracy by the meters that are deployed in the BBO Homes, and the timeliness of Nielsen's servicing and maintenance of those panel homes with meters that have exhibited characteristics associated with known or suspected metering problems.
- MRC's audit also included a review of Nielsen's BBO Universe Estimates (UEs) creation processes. While MRC did raise some questions to Nielsen related to the use and implementation of the BBO UEs, this area of the audit resulted in no significant findings or recommendations.
- MRC's precedence with Nielsen is that Nielsen will strongly consider data accuracy issues uncovered by our audits when deciding when to operationalize new initiatives, and that Nielsen should investigate and clear these issues prior to implementing into production. While Nielsen has made certain commitments to MRC about addressing the issues we've identified in our Local BBO audit in a timely manner, until the matters resulting from our audit have been fully addressed and their resolutions verified, MRC's concerns about the accuracy of the viewing measurements derived from the BBO Homes remain.

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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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