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MRC Statement on Nielsen NSI Diary-Only Markets Accreditation Status Change

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Nielsen has applied to the Media Rating Council (MRC) for accreditation of its NSI Service which includes 154 markets measured solely using a diary methodology (the NSI Diary-Only markets). The NSI Service had been accredited by the MRC since September 1965.

An annual independent external audit of the NSI Service was completed in 2009, and a large audit committee, comprised of MRC members representing users of the NSI service including broadcast television stations and networks, cable networks and operators, advertisers, agencies, and trade associations, met on multiple occasions to consider the audit results and Nielsen's responses to audit questions and committee concerns.

After careful consideration of the available information, the audit committee voted to recommend revoking MRC accreditation of the NSI Diary-Only markets. Both the MRC Television Committee and the MRC Board of Directors subsequently ratified this conclusion. An appeal of this decision by Nielsen to the MRC Board of Directors was recently denied, making the decision to revoke accreditation of the NSI Diary-Only markets final. Nielsen's NSI Diary-Only markets¹ are therefore no longer accredited by the MRC, and Nielsen has been instructed to remove all references to MRC accreditation from its Diary-Only products.

Nielsen has resubmitted its NSI Service for a new MRC audit this year, the results of which will be considered by an audit committee for an accreditation recommendation. The MRC looks forward to continuing to work with Nielsen to be able to reinstate accreditation of the NSI Diary-Only markets in the future.

It should be noted that MRC is supportive of the concept of Address-Based Sampling as well as other new methodological adjustments aimed at achieving greater coverage of the population being measured. Nielsen introduced Address-Based Sampling in its Diary-based products, including the Diary-Only markets, in November 2008, and made further adjustments to its implementation parameters during several 2009 measurement cycles.

The accreditation statuses of the NSI Local People Meter and NSI Meter/Diary Integration based markets are not affected by this decision, and remain MRC accredited services.

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¹ See attached page for a complete listing of NSI Diary-Only markets.

NSI Diary-Only Markets

Abilene-Sweetwater	Des Moines-Ames	Lafayette, IN	Roanoke-Lynchburg
Albany, GA	Dothan	Lafayette, LA	Rochester, NY
Albany-Schenectady-Troy	Duluth-Superior	Lake Charles	Rochestr-Mason City-Austin
Alexandria, LA	El Paso (Las Cruces)	Lansing	Rockford
Alpena	Elmira (Corning)	Laredo	Salisbury
Amarillo	Erie	Lexington	San Angelo
Anchorage	Eugene	Lima	SantaBarbra-SanMar-SanLuOb
Augusta-Aiken	Eureka	Lincoln & Hastings-Krny	Savannah
Bakersfield	Evansville	Little Rock-Pine Bluff	Sherman-Ada
Bangor	Fairbanks	Lubbock	Shreveport
Baton Rouge	Fargo-Valley City	Macon	Sioux City
Beaumont-Port Arthur	Flint-Saginaw-Bay City	Madison	Sioux Falls(Mitchell)
Bend, OR	Fresno-Visalia	Mankato	South Bend-Elkhart
Billings	Ft. Smith-Fay-Sprngdl-Rgrs	Marquette	Spokane
Biloxi-Gulfport	Ft. Wayne	Medford-Klamath Falls	Springfield, MO
Binghamton	Gainesville	Meridian	Springfield-Holyoke
Bluefield-Beckley-Oak Hill	Glendive	Minot-Bismarck-Dickinson	St. Joseph
Boise	Grand Junction-Montrose	Missoula	Syracuse
Bowling Green	Grand Rapids-Kalmzoo-B.Crk	Mobile-Pensacola (Ft Walt)	Tallahassee-Thomasville
Burlington-Plattsburgh	Great Falls	Monroe-El Dorado	Terre Haute
Butte-Bozeman	Green Bay-Appleton	Monterey-Salinas	Toledo
Casper-Riverton	Greenville-N.Bern-Washngtn	Montgomery-Selma	Topeka
Cedar Rapids-Wtrlo-IWC&Dub	Greenwood-Greenville	Myrtle Beach-Florence	Traverse City-Cadillac
Champaign&Sprngfld-Decatur	Harlingen-Wslco-Brnsvl-McA	North Platte	Tri-Cities, TN-VA
Charleston, SC	Harrisburg-Lncstr-Leb-York	Odessa-Midland	Tucson (Sierra Vista)
Charleston-Huntington	Harrisonburg	Omaha	Twin Falls
Charlottesville	Hattiesburg-Laurel	Ottumwa-Kirksville	Tyler-Longview(Lfkn&Ncgd)
Chattanooga	Helena	Paducah-Cape Girard-Harsbg	Utica
Cheyenne-Scottsbluff	Honolulu	Palm Springs	Victoria
Chico-Redding	Huntsville-Decatur (Flor)	Panama City	Waco-Temple-Bryan
Clarksburg-Weston	Idaho Fals-Pocatillo(Jcksn)	Parkersburg	Watertown
Colorado Springs-Pueblo	Jackson, MS	Peoria-Bloomington	Wausau-Rhineland
Columbia, SC	Jackson, TN	Portland-Auburn	Wheeling-Steubenville
Columbia-Jefferson City	Johnstown-Altoona-St Colge	Presque Isle	Wichita Falls & Lawton
Columbus, GA (Opelika, AL)	Jonesboro	Quincy-Hannibal-Keokuk	Wichita-Hutchinson Plus
Columbus-Tupelo-W Pnt-Hstn	Joplin-Pittsburg	Rapid City	Wilkes Barre-Scranton
Corpus Christi	Juneau	Reno	Wilmington
Davenport-R.Island-Moline	La Crosse-Eau Claire		Yakima-Pasco-Rchlnd-Knnwck
			Youngstown
			Yuma-El Centro
			Zanesville