



MRC Reinstates Accreditation of Nielsen National Television Service

Suspension Imposed in 2021 Lifted, Accreditation Restored; Excludes dTVR and Local, and Previously Non-Accredited Aspects

New York, NY (April 17, 2023): The Media Rating Council (MRC) today announced that its Board of Directors, at the recommendation of the MRC TV Committee, has reinstated the accreditation of Nielsen's National Television Audience Measurement (TAM) service.

Accreditation of the Nielsen National TAM service had been suspended by MRC in September 2021 as a result of a series of standards non-compliance issues, some of which directly resulted from process and panel degradation issues and operational pressures arising from the COVID-19 pandemic. Today's action by the MRC Board re-establishes the National TAM service as an MRC-accredited service. This reinstatement excludes the Digital in TV Ratings (dTVR) component of the TAM service, and also does not include Nielsen's Local Market Television Service (which remains in an accreditation suspension status), Nielsen's Digital Ad Ratings (DAR), the forthcoming integration of certain Return Path and ACR Data into the TAM service, or the Nielsen One measurement service. These excluded areas, each of which are in various stages of MRC audit and review, are not accredited.

George W. Ivie, Executive Director and CEO of the MRC, stated, "Nielsen has undertaken strong efforts to correct the issues that led to its loss of MRC accreditation 19 months ago and to restore key aspects of its panel performance. The MRC's audit has shown these efforts have been successful, and as a result, our TV Committee and Board agreed that accreditation should be reinstated. That said, there is still more work to be done both in the near and long term to ensure Nielsen's National TAM measurements continue to meet our standards and the requirements of the industry. Specifically, this includes ensuring that the future incorporation of Return Path and ACR Data demonstrates required compliance and transparency to maintain accreditation, continuance of Nielsen's commitments to validate and improve its estimates of the level of Broadband-Only Households in the TAM service and enhancing the disclosures it provides to users about the variability associated with its estimates of television viewing. These latter two commitments were especially critical to our decision to re-apply accreditation at this time."

Below is a list of the specific Nielsen National TAM reports to which accreditation now applies (excluding any dTVR estimates these may include).

- NTI *Pocketpiece* and related standard Media Information Tape
- NTI *National Audience Demographics* and related standard Media Information Tape
- NTIH *National Television Audience Media Information Tape*
- NHI standard *Cable Media Information Tape*
- NSS *Pocketpiece* and related standard Media Information Tape
- NSS *National Audience Demographics* and related standard Media Information Tape
- NTI, NHI and NSS *Average Commercial Minute Media Information Tapes*
- NPower (National Services electronic delivery system); not included in the scope are NPower reports that can be generated from or within the following: (1) Cross-Platform Reporting of TV/Internet (including both the Data Fusion and Single Source products), (2) individual LPM market reporting, (3) Nielsen Claritas PRIZM data, (4) Simmons Behavior Graphics data, (5) MarketBreaks Trend Analysis report, and (6) On-Demand Commercial Ratings (ODCR) reporting

###

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.

Media Contact

Bill Daddi
Daddi Brand Communications
917-620-3717
bill@daddibrand.com