



PRESS
INFORMATION

Contact: George W. Ivie, CEO
212-972-0300
givie@mediaratingcouncil.org

MRC Update on Accreditation Statuses of Nielsen's Local People Meter and Set Meter Markets Subsequent to the Introduction of Nielsen's Local Transformation Initiatives

New York, NY (October 15, 2019): Effective October 3, 2019, Nielsen changed the methods by which it produces its local market television audience estimates in the 25 markets in which it utilizes Local People Meters (LPMs), and in the 31 markets previously served exclusively by set-based TV meter panels. These markets to date have been accredited by the MRC: LPM markets for both Household and Persons audience estimates, and Set Meter markets for their Household-level estimates only (accreditation for persons-level demographic estimates [was removed for these markets in 2015](#)). Going forward, all LPM markets, and nineteen of the Set Meter markets, will include the additional component of Nielsen's Portable People Meter (PPM) panel data, while the remaining twelve Set Meter markets will incorporate Return Path Data (RPD) provided by select cable and satellite operators through agreements with Nielsen, in calculating the markets' television viewing.

The purpose of this communication is to provide an update on the accreditation statuses of these markets subsequent to the introductions of these supplemental methods for calculating Nielsen's local television viewing estimates. Prior to their marketplace introductions, MRC audits were performed of the new measurement approaches, which led to the following conclusions.

LPM¹ and Set Meter Markets² Now Incorporating PPM Data

For the LPM markets and the nineteen Set Meter markets that have now incorporated data from Nielsen's PPM panelists, these markets' MRC accreditation status remains unchanged at this time. Specifically, Household and Persons estimates in LPM markets remain accredited, as do Household estimates in these Set Meter markets; persons estimates remain not accredited in the Set Meter markets.³

Independent CPAs engaged by the MRC audited the LPM and Set Meter PPM implementations, and produced a report with their audit findings that was reviewed by an MRC member-based audit subcommittee. Although certain of the CPAs' audit procedures still remain open, and a number of issues found as a result of the audit remain not fully resolved, the audit committee concluded that there did appear to be sufficient progress being made on these matters that it chose to keep the existing MRC accreditation statuses of those LPM and Set Meter markets where PPM data has been introduced unchanged at the present time. MRC looks for the open areas and remaining unresolved audit issues to be more fully and sufficiently addressed by no

¹ The following 25 markets are served by Nielsen's Local People Meter service: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Houston, Los Angeles, Miami, Minneapolis, New York, Orlando, Philadelphia, Phoenix, Pittsburgh, Portland, Sacramento, San Francisco, Seattle, St. Louis, Tampa, and Washington DC.

² The following 19 Nielsen TV set meter markets now also include PPM data: Austin, Cincinnati, Columbus, Greensboro, Hartford, Indianapolis, Jacksonville, Kansas City, Las Vegas, Memphis, Milwaukee, Nashville, Norfolk, Providence, Raleigh-Durham, Salt Lake City, San Antonio, San Diego, and West Palm Beach.

³ See page 3 of this release for a complete listing of all affected markets and their current MRC accreditation statuses.

later than March 31, 2020, after such time the committee will consider the accreditation statuses of these markets again in light of complete audit information.

Set Meter/RPD Markets⁴

For the twelve Set Meter markets that have now incorporated data from Nielsen's RPD providers, these markets' MRC accreditation status also remains unchanged (i.e., accredited for Household estimates, not accredited for Persons estimates).⁵

Similar to the situation with the LPM and Set Meter markets that now also include PPM, MRC's CPAs have audited the Set Meter/RPD integration, and they produced a report on their findings that was reviewed by an MRC audit committee. While in this instance the remaining open audit items, as well as the significance of issues identified in the audit and the proposed timing of Nielsen's plans to address them, were of a different nature than those in the PPM integrated markets, the audit committee concluded that the Set Meter/RPD markets should maintain their existing MRC accreditation statuses at the present time, with the expectation that progress to address these issues will continue as they are in the process of being fully resolved. A final disposition on these markets, as is the case with the PPM TV markets, is expected by no later than March 31, 2020.

Please note that the other Nielsen TV markets where RPD data has been incorporated to date (i.e., the Code Reader and Nielsen's "RPD+" markets) have yet to be submitted to MRC for accreditation consideration, and therefore they have not been audited nor are they accredited by the MRC. MRC and its members strongly encourage Nielsen to submit these markets for accreditation consideration at the earliest possible time.

MRC Actions Moving Forward

The MRC and its audit committees will continue to monitor the situations in all the affected, in-scope PPM and RPD integrated markets, and will look for the remaining open audit items and associated audit-related issues to be materially addressed by no later than March 31, 2020. In the event that it is determined that insufficient progress is being made, or in the event that significant issues remain unresolved as of that date, MRC reserves the right to revisit the conclusions noted in this communication, inclusive of those related to the markets' MRC accreditation statuses.

MRC will provide additional updates on this matter as warranted.

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⁴ The following 12 Nielsen TV set meter markets now also include RPD data: Albuquerque-Santa Fe, Birmingham, Buffalo, Dayton, Ft. Myers-Naples, Greenville-Spartanville-Asheville-Anderson, Knoxville, Louisville, New Orleans, Oklahoma City, Richmond-Petersburg, and Tulsa.

⁵ See page 3 of this release for a complete listing of all affected markets and their current MRC accreditation statuses.

Current MRC Accreditation Statuses for All 56 Nielsen LPM and Set Meter Local TV Markets

Market	Market Type	Accreditation Status	Market	Market Type	Accreditation Status
Albuquerque-Santa Fe	Set Meter + RPD	Households: Yes Persons: No	Memphis	Set Meter + PPM	Households: Yes Persons: No
Atlanta	LPM + PPM	Households: Yes Persons: Yes	Miami	LPM + PPM	Households: Yes Persons: Yes
Austin	Set Meter + PPM	Households: Yes Persons: No	Milwaukee	Set Meter + PPM	Households: Yes Persons: No
Baltimore	LPM + PPM	Households: Yes Persons: Yes	Minneapolis-St. Paul	LPM + PPM	Households: Yes Persons: Yes
Birmingham	Set Meter + RPD	Households: Yes Persons: No	Nashville	Set Meter + PPM	Households: Yes Persons: No
Boston	LPM + PPM	Households: Yes Persons: Yes	New Orleans	Set Meter + RPD	Households: Yes Persons: No
Buffalo	Set Meter + RPD	Households: Yes Persons: No	New York	LPM + PPM	Households: Yes Persons: Yes
Charlotte	LPM + PPM	Households: Yes Persons: Yes	Norfolk, VA	Set Meter + PPM	Households: Yes Persons: No
Chicago	LPM + PPM	Households: Yes Persons: Yes	Oklahoma City	Set Meter + RPD	Households: Yes Persons: No
Cincinnati	Set Meter + PPM	Households: Yes Persons: No	Orlando	LPM + PPM	Households: Yes Persons: Yes
Cleveland	LPM + PPM	Households: Yes Persons: Yes	Philadelphia	LPM + PPM	Households: Yes Persons: Yes
Columbus, OH	Set Meter + PPM	Households: Yes Persons: No	Phoenix	LPM + PPM	Households: Yes Persons: Yes
Dallas-Fort Worth	LPM + PPM	Households: Yes Persons: Yes	Pittsburgh	LPM + PPM	Households: Yes Persons: Yes
Dayton	Set Meter + RPD	Households: Yes Persons: No	Portland, OR	LPM + PPM	Households: Yes Persons: Yes
Denver	LPM + PPM	Households: Yes Persons: Yes	Providence	Set Meter + PPM	Households: Yes Persons: No
Detroit	LPM + PPM	Households: Yes Persons: Yes	Raleigh-Durham	Set Meter + PPM	Households: Yes Persons: No
Fort Myers-Naples	Set Meter + RPD	Households: Yes Persons: No	Richmond-Petersburg	Set Meter + RPD	Households: Yes Persons: No
Greensboro	Set Meter + PPM	Households: Yes Persons: No	Sacramento	LPM + PPM	Households: Yes Persons: Yes
Greenville-Spartanville-Asheville	Set Meter + RPD	Households: Yes Persons: No	Salt Lake City	Set Meter + PPM	Households: Yes Persons: No
Hartford	Set Meter + PPM	Households: Yes Persons: No	San Antonio	Set Meter + PPM	Households: Yes Persons: No
Houston	LPM + PPM	Households: Yes Persons: Yes	San Diego	Set Meter + PPM	Households: Yes Persons: No
Indianapolis	Set Meter + PPM	Households: Yes Persons: No	San Francisco	LPM + PPM	Households: Yes Persons: Yes
Jacksonville	Set Meter + PPM	Households: Yes Persons: No	Seattle	LPM + PPM	Households: Yes Persons: Yes
Kansas City	Set Meter + PPM	Households: Yes Persons: No	St. Louis	LPM + PPM	Households: Yes Persons: Yes
Knoxville	Set Meter + RPD	Households: Yes Persons: No	Tampa	LPM + PPM	Households: Yes Persons: Yes
Las Vegas	Set Meter + PPM	Households: Yes Persons: No	Tulsa	Set Meter + RPD	Households: Yes Persons: No
Los Angeles	LPM + PPM	Households: Yes Persons: Yes	Washington, DC	LPM + PPM	Households: Yes Persons: Yes
Louisville	Set Meter + RPD	Households: Yes Persons: No	West Palm Beach	Set Meter + PPM	Households: Yes Persons: No