



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

New York, NY – August 24, 2018

In response to marketplace inquiries, the MRC is providing the following updates on the accreditation statuses of the Nielsen IBOPE Mexico and HR Media television audience measurement services, both of which have been submitted for accreditation consideration.

Nielsen IBOPE Mexico

- **Current Status: Not Accredited**

After reviewing the second full-scope audit of the Nielsen IBOPE Mexico (NIM) television audience measurement service, which spanned 2016 and 2017, the MRC Audit Committee, International and Television Operating Committees, and the MRC Board of Directors ratified the recommendation to deny accreditation to the NIM service in January 2018, with no statement to be issued to the marketplace.

As of July 2018, MRC has completed its review of the third full-scope audit of the NIM service. This audit was conducted in multiple phases as follows:

- 2017 Establishment Survey / July 2017 Interim Pay TV Universe Estimate Update
- 2017 Establishment Survey / 2018 Universe Estimates Process
- 2017 Household Visits and Data Collection Processes
- Backend Procedures as it relates to the operational sample, validation, checking, cable lineups, program titles, weighting, inspection, client software and textual materials

The MRC plans to convene its International Committee and Nielsen IBOPE Mexico in fourth quarter of 2018 to discuss NIM's responses to the audit; an accreditation vote is expected at that time.

HR Media

- **Current Status: Not Accredited**

HR Media completed a pre-assessment of its television audience measurement service in Mexico, which spanned 2017 and 2018, in first quarter of 2018. This pre-assessment was conducted in two phases:

- Phase I Areas of Focus: establishment survey, operational sample, data collection procedures, and metering technology
- Phase II Areas of Focus: IT general controls, validation, checking, weighting, inspection, client software, and textual materials

Note that a pre-assessment project is more limited in scope than a full-scope audit and does not provide assurance as to compliance with standards in the same manner as the audit.

HR Media has not yet committed to begin a full-scope audit and is discussing the planning and timing of this potential work with MRC. In the interim, HR Media has been working to address various recommendations that were noted in the pre-assessments and made by the MRC and its International Committee.

###