



MRC Releases Nielsen National Big Data + Panel May 2026 Status Update

New York, NY May 27, 2026: The Media Rating Council (MRC) released a marketplace update on the MRC-accredited Nielsen National Big Data + Panel Television service (the Service) on March 3, 2026. In that status update, MRC informed the marketplace of our focus on certain changes and issues in measurement results from the Service and identified four priority areas that we believed required Nielsen's actions to help address the issues: 1) Implementation of an independent media-related universe estimate source, 2) Changes to Nielsen's modeling processes to increase demographic assignment accuracy, 3) Changes to Nielsen's weighting process to help simplify the overall process and reduce standard error levels in reporting, and 4) Improving underrepresented demographic segments in Nielsen's panel (e.g., Hispanic, Spanish Dominant).

Nielsen developed certain solutions for these areas to help address the observations summarized above. Nielsen implemented independent third-party universe estimates in February 2026 (the ARF DASH Study) primarily focused on estimates of types of viewing technology present in households, and showed notable improvements in demographic characteristic representation for Hispanic Spanish Dominant households. Nielsen also developed solutions to help address areas focused on improving demographic modeling and weighting processes. Several weeks ago, Nielsen announced a delay in the implementation of remaining solutions associated with the areas above until August 31, 2026, due to requests from customers for additional time and impact data to adequately assess the changes. MRC concluded these requests for delay were reasonable and our intent is to monitor and evaluate these solutions as implemented.

Nielsen has plans in place to implement the delayed changes summarized above (modeling and weighting changes) plus additional changes to the ARF DASH UEs and several other planned methodology changes as of August 31, 2026. MRC is in the process of reviewing both the methodology updates and related impact data for these changes, and plans to conclude this review process prior to implementation; the 2025 audit remains open for this purpose. The Nielsen National Big Data + Panel MRC-accredited status remains unchanged and the MRC has shifted back to its traditional annual audit and evaluation cycle.

MRC will continue within our normal audit and accreditation process applied to the Service in full view of our membership. No further public updates on these matters are planned unless future audit activities dictate.

###

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