



MRC Statement – CNN/HLN TV Data Fusion January 12, 2015

Nielsen and Turner Broadcast System, Inc. (Turner) engaged the Media Rating Council (MRC) to perform an evaluation of Nielsen's Data Fusion process as it relates to television measurement within the CNN/HLN All Screen Report. The sources of television data for this fusion are Nielsen's National People Meter Service, which is accredited by MRC, and Nielsen Audio's PPM television data, which has not been submitted to the MRC for accreditation consideration. The evaluation focused solely on the television aspect of the All Screen Report and specifically whether the in-home/out-of-home television data fusion process and associated validation contained the components specified in the MRC's *Guidelines Concerning Data Integration*, and did not encompass the Mobile and Online components.

This evaluation did not represent a full-scope accreditation examination; additionally this evaluation was not intended to lead to MRC accreditation, primarily because the underlying PPM television information has not been examined by MRC, and because of the custom nature of Nielsen's fusion process for the CNN/HLN All Screen Report.

MRC's evaluation procedures verified the reasonableness of the design of the fusion by Nielsen and the application of the methodology in production, as well as obtaining an understanding of Nielsen's approach for validating the fusion. While Nielsen completed the required validation, MRC made recommendations about the need to update certain validation analyses, retain documentation, routinize certain quality control processes, and add several disclosures; Nielsen has committed to address these matters early in 2015. Additionally, as noted above, the evaluated fusion process was specially customized for CNN/HLN and will need significant methods changes and more intense validation in certain areas if Nielsen were to report on additional programming sources, or if similar processes are implemented in Nielsen's syndicated measurement services.

Based on our evaluation, the design, development and validation of the fusion methodology as it relates to in-home/out-of-home television information was executed as designed by Nielsen and aligns with the MRC's *Guidelines Concerning Data Integration*. The MRC and Nielsen continue to discuss the fusion process and potential steps that could improve the process as specified above.

Questions on this matter should be directed to:

**George W. Ivie, CEO and Executive Director
Media Rating Council, Inc.**