

Nielsen Big Data + Panel measurement achieves MRC accreditation

Article



The news: Nielsen received Media Ratings Council (MRC) accreditation for **Big Data + Panel**, its measurement solution that combines first-party data from connected TVs and streaming services with its staple panel methodology. The approval positions Nielsen to better compete with companies like **iSpot** and **VideoAmp** that are hoping to chip away at its market share.

- The MRC said Nielsen's product is the first hybrid panel and big data product to be accredited. Nielsen will endorse the product as currency for the 2025 upfront season.
- **Paul Ballew**, chief data and analytic officer for the **NFL**, said in a press release that the sports league “[supports] Nielsen’s efforts to modernize measurement so we can all benefit from accurate insights in an increasingly fragmented media marketplace,” calling the certification “a significant step.”

The 2025 upfront stage: Nielsen is still the top dog in audience measurement despite the emergence of several competitors backed by powerful figures in the Joint Industry Committee (JIC). Those rivals could gain significant ground this year, though Nielsen’s new certification could convince change-averse marketers and networks to stick with the longtime leader.

- Big Data + Panel addresses claims from critics that Nielsen has struggled to adapt to an increasingly digital landscape, but the company faces more challenges than just naysayers.
- Late last year, **Paramount** severed its relationship with Nielsen, instead opting to use VideoAmp as its measurement partner. VideoAmp is not accredited by the MRC, but the JIC (of which Paramount is a member) certified it in 2024.

Our take: Nielsen was expected to remain a key player in 2025 Upfronts, but the accreditation of Big Data + Panel provides a significant edge and addresses long-standing criticisms that will help the company maintain its dominance.