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## **TVB Response to Nielsen Gauge and Media Distributor Gauge Reports: Still Not the Whole Story – Making Reports Irrelevant to Marketers!**

**NEW YORK, New York,** (May 14, 2024) – TVB ([www.tvb.org](http://www.tvb.org)), the trade association of America’s local broadcast television industry, today issued this statement in response to Nielsen’s Gauge Reports:

The monthly Nielsen Gauge and new Media Distributor Gauge reports provide an analysis of the content and programming that audiences are watching on television, including broadcast, cable, and streaming platforms. However, these reports do not provide the key data needed by advertisers: Where do consumers see their commercials?

“The Gauge reports combine all video platforms in one analysis – without separating ad-supported viewing from non-ad supported viewing – which misleads marketers into thinking their commercials can reach significantly more streaming viewers than is possible or the reality,” said Steve Lanzano, TVB ceo and president.

“Advertisers’ commercials are only available on ad-supported video platforms. When viewing of ad-supported platforms is analyzed alone, the results are very different from what is shown in the Gauge reports because a large number of streaming viewers do not receive ads. Advertisers need these facts when considering video media investments.”

Members of the media interested in speaking with TVB's Chief Research Officer, Hadassa Gerber, may contact TVB media relations at [tvb@jcir.com](mailto:tvb@jcir.com) or 212-835-8500.

## **About TVB**

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters, and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online, and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars. For more information, visit [www.tvb.org](http://www.tvb.org).