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Contact: Jennifer Neuman, JCIR

Email: tvb@jcir.com

Phone: 212.835.850

TVB Again Highlights Misleading Aspects of Nielsen's May Gauge Report for Marketers

Lack of Delineation Between Ad-Supported and Non-Ad-Supported Information Omits Critical Data Points

NEW YORK, New York, (June 20, 2024) – TVB (www.tvb.org), the trade association of America's local broadcast television industry, today issued the following response to Nielsen's May Gauge Report:

Last month, TVB issued a statement citing the monthly Nielsen Gauge Report as misleading and irrelevant to marketers. This week, Nielsen published the May edition of the report. TVB is again highlighting that by not delineating ad-supported from non-ad-supported viewing, Nielsen's analysis continues to misguide media buyers and advertisers.

TVB is doubling down on its request for the Gauge Report to answer this essential question for marketers: **Where do consumers see advertisers' commercials?**

"We are once again calling out to the industry that Nielsen's Gauge Report combines all video platforms in one analysis – without separating ad-supported viewing from non-ad-supported viewing. This analysis clearly 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 only reach consumers 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 report because many streaming viewers do not receive ads. TVB is doubling down on our request for Nielsen to include an ad-supported-only analysis in all future Gauge Reports. 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 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.