**Nielsen Dumps Diaries in Biggest Markets**

Effective today, none of the demographic data reported by Nielsen’s local TV ratings services will be accredited. The move follows Nielsen’s decision to drop paper diaries for estimating the demographic composition of audiences in its local metered market ratings and to begin using new, as-yet-unaccredited methods for calculating who is watching television.

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<http://www.mediapost.com/publications/article/265744/nielsen-dumps-diaries-in-biggest-tv-markets-local.html?utm_source=newsletter&utm_medium=email&utm_content=headline&utm_campaign=89072>