**VAB Allegations Draw Response From Nielsen, MRC**

Nielsen has released a statement reiterating its stance that out-of-home undercounts during the pandemic only affected a small percentage of television broadcasters in response to a study from the Video Advertising Bureau suggesting the error had cost broadcasters over $700 million in potential revenue over 16 months. The Media Rating Council is also pushing back against VAB claims, taking issue with statements attributed to it in the report.

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[*https://www.tvtechnology.com/news/nielsen-mrc-push-back-on-vabs-lost-tv-advertising-estimates*](https://www.tvtechnology.com/news/nielsen-mrc-push-back-on-vabs-lost-tv-advertising-estimates)