

What Is...

Clarifying marketing topics and terms



What Is Changing About TV Currency?

Understanding What the Retirement of C3 and C7 Ratings Mean for the Industry

May 2023 Update

What Is Changing About TV Currency?

Untangling and simplifying marketing topics and terms

May 2023 Update: On April 27, 2023 Nielsen communicated to clients that their legacy panel-only national TV audience measurement service (C3 / C7 ratings) will **continue** to serve as their 'currency of record' for the '23-'24 TV season. Therefore, the Nielsen TV currency will remain unchanged for at least the '23-'24 TV season and, as of now, there has been no 'official' decision on currency beyond Q3 '24. We have updated this piece below, originally released on April 6, to reflect this new information

When is are C3 and C7 being retired? What does this mean for the industry?*

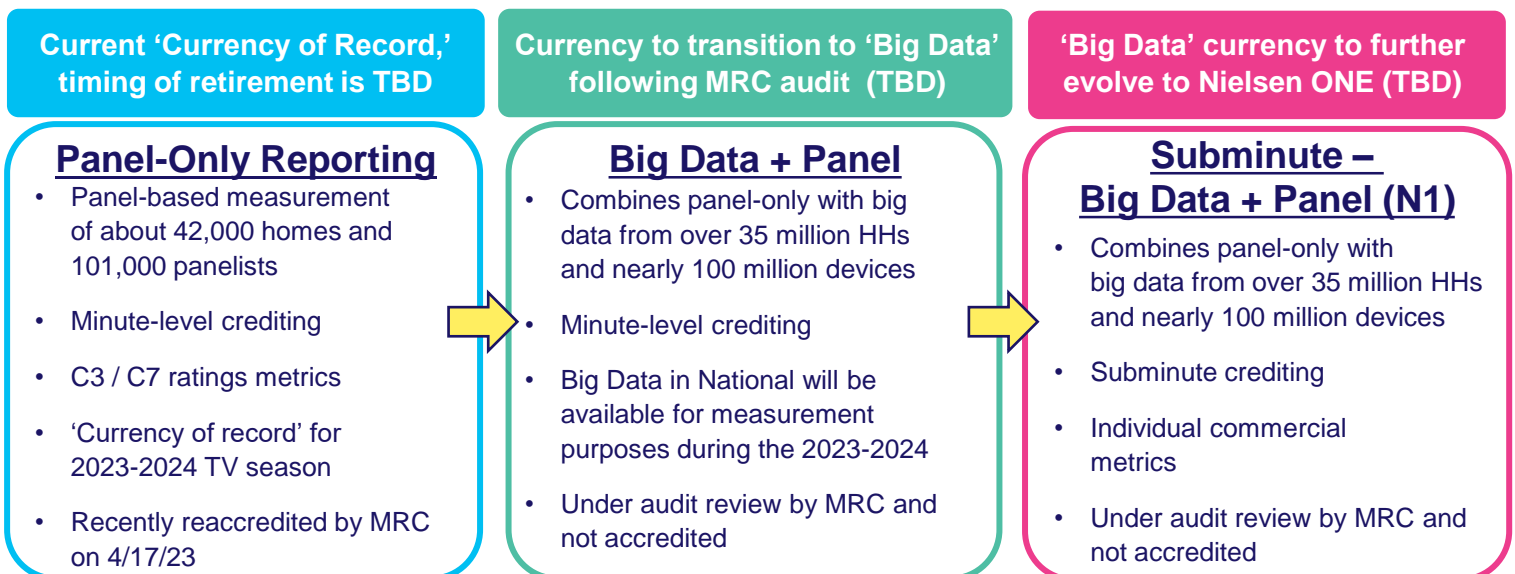
Nielsen previously announced they will be "retiring" their C3 and C7 ratings as they evolve to 'big data' measurement. Although the retirement of the current panel-only 'currency' was originally slated for September 2024 (start of the 2024-2025 broadcast TV season), Nielsen now expects to **transition to 'Big Data' currency at a yet to be determined time following an MRC audit.**¹ In place of the legacy C3 / C7 currency, Nielsen is releasing Nielsen ONE which is based on different datasets and a new methodology incorporating 'big data.'

Once C3 and C7 is retired, the industry will **no longer be able to perform any backward-looking comparisons** to ratings prior to the transition date as the core methodology of Nielsen ONE differs from legacy measurement (i.e., second-by-second measurement vs. average minute).² Marketers will need to take this into consideration as they begin building their Upfront plans in the upcoming years.

So, what's changing?

Nielsen is evolving their data capture (panel-only to big data + panel) and crediting (minute to sub-minute), impacting the basis for C3 and C7 formulations. However, C3/C7 will continue to be the 'currency of record' for the 2023-2024 broadcast TV season.

'Big Data in National' will be available for measurement purposes during the 2023-2024 broadcast TV season and Nielsen will accommodate buyers & sellers who wish to make deals on big data, such as for Spanish-language networks.



How can I prepare for these changes?

As marketers continue to measure the impact of their video campaigns amidst this evolution, **it is important to have a clear understanding of new currency methodologies** and to be **prepared for the effects** of these changes.

Within Nielsen application tools like [NPOWER](#), marketers are currently able to compare metrics across three measurement samples (i.e., National Panel, Big Data + Panel Impact data, Subminute – Big Data + Panel Impact data) to analyze how the different methodologies may impact program ratings within their campaigns.

With an additional year to analyze these metrics, especially Nielsen's 'Big Data in National' product integration, the industry has an opportunity to address any issues or concerns to ensure an eventual smooth transition to this new currency.

VAB and its Measurement Innovation Task Force have been working closely with Nielsen to evaluate their 'Big Data' impact data and has shared a set of [key issues](#) for Nielsen to examine and address (the full letter sent from VAB to Nielsen that outlines these issues is available by contacting us [here](#)).

Additionally, marketers can parallel path other currency data to determine the right solution for their modern measurement needs.

By staying informed of changes to industry 'currency' metrics, **marketers can make educated decisions regarding measurement that meets their brand's needs and campaign goals.**

To learn more about video measurement and advancements in currency metrics, check out [VAB's measurement resources](#).

Terms to Know



What is a 'Panel'?

A representative survey sample from which data is collected over time and projected to a larger universe or group. Panels may be short-term and employ discrete one-off samples (e.g., some diary surveys) or continuous and long-term with samples that change over time according to the number of homes that leave the panel and are replaced by new homes.



What is 'Big Data'?

Large, complex data sets that bring together data from multiple sources and applications.

In media and market research, 'big data' can often refer to data on granular TV viewership, retail transactions, email communications, mobile locations, social media posts, website visits, etc.

Using Automatic Content Recognition (ACR), which is technology that captures and identifies both ads and programming across Internet enabled TV-connected devices or Smart TVs via audio or video fingerprints, Nielsen has begun integrating big data from select set-top box and smart TV providers with its panel data to provide a more representative view of national audience estimates.



What are C3 and C7 ratings?

C3 and C7 metrics are based on the measured viewership of commercials, rather than programs, watched on linear TV within three or seven days, respectively, of the original airing.

These ratings have been based on the average audience, or the measure of adults who had the opportunity to see a commercial during an average commercial minute within a specific program or specified time period. This audience is converted to a rating, which is read as a percentage indicating how much of a given group, usually based on households or demographics like adults ages 25-54, are watching a specific program.

With more audiences viewing across screens and platforms, Nielsen has been working to adapt how they measure so that it is comparable to digital platforms. With the launch of Nielsen ONE, C3 and C7 ratings will be retired leading into the '24-'25 broadcast season.

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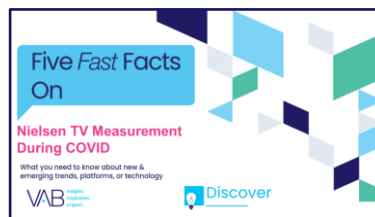
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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

Sources

1. Nielsen, Panel-only metrics remain currency of record in September 2023, April 27, 2023.
2. Nielsen, *Nielsen Transforms Linear TV Measurement With New Individual Commercial Metrics In Lead Up To Nielsen ONE*, November 2021.
3. Nielsen, *Nielsen ONE Ads is here: 5 things to know*, January 2023.
4. Nielsen National Reference Supplement 2022-2023.
5. VAB, *Untangling Video Measurement*, March 2022.