

# Strategic Update Regarding the Nielsen Audio Diary Service

Dear Client,

For decades, you've relied on Nielsen to provide the trusted data you need to run your business with confidence. As we look toward the future, we are committed to ensuring our measurement solutions evolve to better fit with the modern needs and communication preferences of survey respondents. To provide the focus and investment necessary for this evolution, Nielsen and the Media Rating Council (MRC) have agreed to place the Audio Diary Measurement Service on an accreditation hiatus effective June 23, 2026 for a 6 month period through December 23, 2026.

Your day-to-day ability to transact on Nielsen currency remains completely unchanged, and this hiatus has no impact on our PPM services for Audio or TV. This pause simply gives us the necessary capacity to accelerate a transformation of the Diary service, ensuring it remains an effective and sustainable solution for years to come.

While we will be keeping the traditional diary collection format for the majority of the sample, we will be designing and planning the following innovations with a minority of the sample:

- **Innovative Recruitment and Improved Representation:** Through mSurvey and eScreener, we are using digital tools to improve response rates and demographic targeting. We are also integrating survey panels from third-party partners to reach listeners beyond traditional mail recruitment, ensuring a more representative sample of the modern audience.
- **Modern Data Collection:** We are introducing a new, low-burden digital survey designed to be completed in minutes rather than days, to combat "survey fatigue."
- **Responsive Digital Design:** The digital format of our new low-burden survey allows us to respond to participant's inputs in real time, improving data clarity, and growing respondent commitment to providing quality data.

We expect this transformation to deliver meaningful improvements in representation and data quality while evolving our methods to protect and strengthen local market measurement for the long term.

We remain committed to providing regular updates on our progress to both our customers and the MRC, with a goal to launch these new digital instruments in production early next year. Please reach out to your client representative with any questions or concerns.



Copyright © 2026 The Nielsen Company (US), LLC.  
All rights reserved.

**Nielsen**  
675 Avenue of the Americas  
New York, NY 10010

[Privacy Policy](#) | [Unsubscribe](#) | [View as a Webpage](#)