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## Nielsen to Run L.A. LPM and Meter/Diaries in Tandem

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Despite the controversy over the rollout of local people meters, Nielsen Media Research said Wednesday it would launch as planned the LPM service in Los Angeles on July 8.

But in order to give the market time to adjust to the new service, the TV ratings company said it will continue to operate in tandem its current meter/diary service through the July sweep ending Aug. 4.

During the transition period, either set of data may be used to buy and sell TV ad time.

Nielsen, which is owned by Mediaweek parent VNU, offered a similar client transition period in New York, where the LPM service launched June 3, and will operate side by side with the meter/diary service until Aug. 26.

Transition periods are also planned for the next two markets on Nielsen's rollout schedule, Chicago on Aug. 5 and San Francisco on Sept. 30. The old TV ratings system and the LPM service will run side by side in Chicago through Sept. 22 and in San Francisco through Dec. 29.

Since April, Nielsen has been trying to fend off criticism that its local people meter service fails to accurately count minority TV viewing. On Wednesday, Nielsen countered the conclusions made in the Rincon and Associates Latino Television Study conducted on behalf of the National Latino Media Council. According to the Tomas Rivera Policy Institute, which was retained by Nielsen, the Rincon study "does not provide conclusive evidence that warrants its criticism against the Nielsen methodology."

Nielsen is also working with the Media Rating Council, which denied accreditation for the New York LPM service last month. The TV ratings firm said it hopes the MRC will accredit the Los Angeles LPM service at its next meeting.

Still, Nielsen faces a few more hurdles. Although the Los Angeles County Superior Court denied Univision Communications' bid for a temporary injunction against the launch of the LPM service in Los Angeles, Univision is forging ahead with its legal suit against Nielsen. And next week, the TV ratings firm will face the Senate Telecommunications Subcommittee, which has hearings planned for July 15.

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