

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

2014 BROADCASTER SATISFACTION SURVEY



PREPARED FOR THE BROADCASTING
STANDARDS AUTHORITY



EXECUTIVE SUMMARY



BACKGROUND



OVERALL SATISFACTION



COMPLAINTS PROCESS RESOURCES



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THE DECISION



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EXECUTIVE SUMMARY

OBJECTIVES

This survey was conducted to gain an understanding of broadcasters' perceptions and experiences of the complaints process.

The results of this survey provide some of the performance measures required for the BSA's Statement of Intent (SOI).

It will also help build a complete picture of whether the current system is working as effectively as it can – both at BSA level and at broadcaster level.

SOI MEASURES

The following summarises the measures set in the SOI 2013-2016 and the results achieved in this 2014 survey.

Measure:	Target in SOI	Result 2013 Survey	Result 2014 Survey
Broadcasters rate BSA processes and working relationships as good or better and identify any issues	80% or more of broadcasters surveyed rate BSA processes and working relationships as good or very good on a five point scale	89% of broadcasters surveyed rated the BSA processes and working relationships as good or very good on a five point scale	88% of broadcasters surveyed rated the BSA processes and working relationships as good or very good on a five point scale.
Any issues identified considered by board and appropriate changes made and recorded or placed on the agenda of the broadcaster/BSA working group	100% of issues discussed with broadcasters and resolved to satisfaction of both broadcasters and BSA or explanation provided by BSA	100% of issues were discussed with broadcasters and resolved to the satisfaction of both broadcasters and BSA or an explanation was provided by the BSA. Those issues included: <ul style="list-style-type: none"> • Website search engine • Communication of timeframes for decisions and for where referrals are in the process 	The following areas have been identified for discussion: <ul style="list-style-type: none"> • Timeliness of the overall complaints process, particularly responding to the broadcaster • Improving the ease of use and functionality of the website
Broadcasters rate BSA website as good or very good on a five point scale	At least 70% of broadcasters rate the BSA website as good or very good on a five point scale	Over 70% of the broadcasters surveyed rated the usability, value and clarity of the BSA website as good or very good on a five point scale	88% of the broadcasters surveyed rated the overall BSA website as either good or very good on a five point scale.

CONCLUSIONS

- No broadcasters are dissatisfied with the overall complaints process or feel that their relationship with the BSA is poor. However, in some places results tend to be positive rather than *strongly* positive as was often the case in 2013.
- The BSA website has become the leading source of information about the complaints process for broadcasters. Overall, satisfaction with the website as an information source is good and may have even improved since 2013, although there still appears to be room for improvements to the website's search engine.
- Broadcasters would like the BSA to focus on improving the timeliness of the complaints process, especially when responding to the broadcaster and managing the overall time the complaints process takes. One broadcaster suggested an online portal for communication with the broadcaster about due dates and deadlines would be a good solution to this problem.
- The written decisions issued by the BSA are viewed positively by all broadcasters and are considered fair.

BACKGROUND



BACKGROUND

The Broadcasting Standards Authority (BSA) is set up by the Broadcasting Act 1989. The Act imposes a duty on all broadcasters to maintain standards, including the observance of good taste and decency, the maintenance of law and order, the privacy of the individual, the protection of children, the requirement for broadcasts to be accurate, fair and balanced, and safeguards against programmes which encourage denigration or discrimination.

The functions of the BSA include:

- Complaints determination.
- Oversight and development of the standards system.
- Information and communication.

The BSA has surveyed broadcasters to understand their perceptions and experiences of the complaints process. Similar surveys were carried out in 2006, 2010 and 2013.

RESEARCH OBJECTIVES

The overall objective of the research is to determine the level of satisfaction broadcasters have with the complaints process. In particular, how they rate the performance of the BSA in relation to:

- The information available to broadcasters about the complaints process in general (not relating to a specific complaint)
- The personal contact broadcasters have had with BSA staff about, or during, the complaints process
- The overall relationship the BSA has with broadcasters
- BSA's management of the complaints process, particularly in relation to timeliness and information exchange
- The written decisions received from BSA
- Perceived fairness of decisions about formal complaints over the last 12 months.

METHODOLOGY

An online survey was undertaken between 27 May and 17 June 2014. In total, 10 broadcasters, who had been the subject of at least one formal complaint in the last 12 months, were given the opportunity to complete the survey. A total of eight broadcasters responded.

The online process was as follows:

- An initial email was sent out by the BSA, introducing the survey and inviting participation
- Nielsen followed this up with an email invitation to broadcasters to participate in the survey. This contained the link that took the respondent to the survey, which was hosted on Nielsen's server. All links were unique to the individual broadcaster to ensure confidentiality

- A reminder email was sent out to those who had not yet completed the survey. Following this, the Chief Executive of the BSA sent an email request to broadcasters who had not completed the survey encouraging them to do so at their earliest convenience.

NOTES TO THE REPORT

Of the eight broadcasters who participated in this survey, two broadcasters received between one to five complaints in the last 12 months, one received between 6 to 20 complaints and the remaining five broadcasters received over 50 complaints. These figures relate to formal complaints lodged with the broadcaster, and not to complaints referred on to the BSA. All of the broadcasters who participated in the survey had at least one complaint referred to the BSA, and the BSA accepted a total of 113 complaints last year, across all broadcasters.

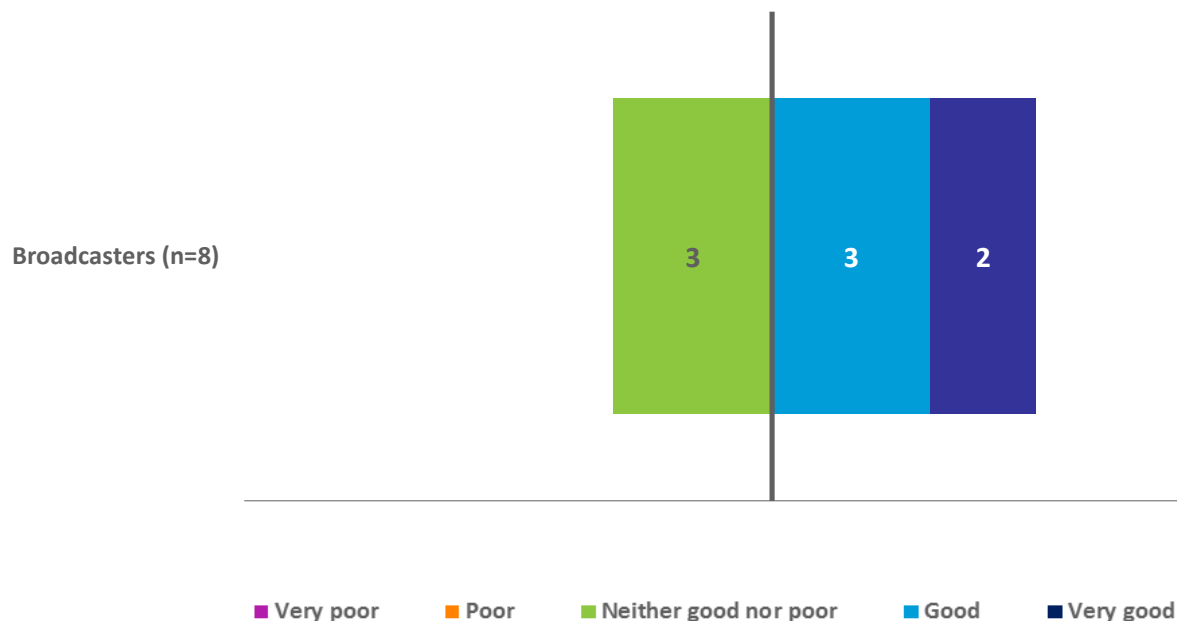
Not all broadcasters who participated in the 2013 survey participated in this survey. Six out of the nine broadcasters from the 2013 survey participated in this survey.

OVERALL SATISFACTION



OVERALL SATISFACTION WITH PROCESS

No broadcasters rated the process they went through when a complaint was referred to the BSA as poor. Compared to last year, broadcasters were slightly less positive, with fewer numbers rating the overall process as 'very good' (2 in 2014 cf. 3 in 2013) or 'good' (3 cf. 5) and more broadcasters rating it as 'neither good nor poor' (3 cf. 1).



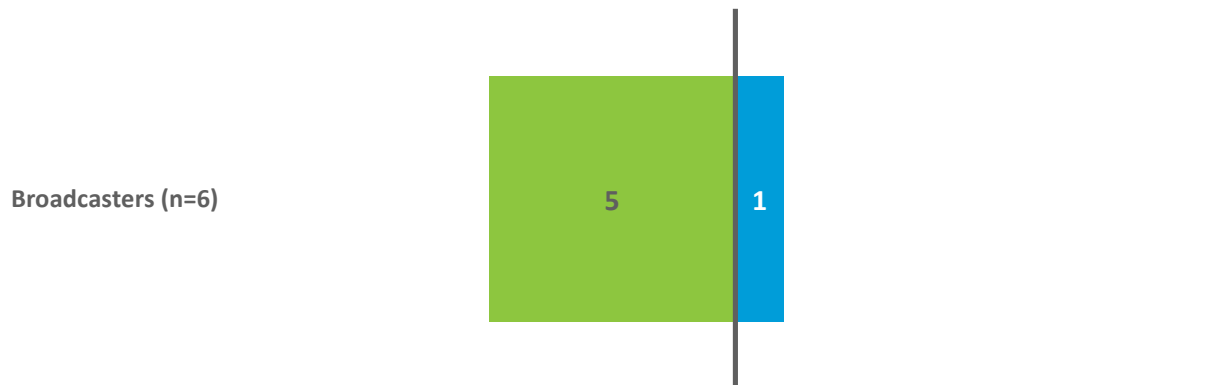
Q8. Overall, how would you rate the process you as a broadcaster go through when a complaint has been referred to the BSA?
 Base: All respondents not including don't know and not applicable.

PROCESS COMPARED WITH 12 MONTHS AGO

Despite this slightly less positive overall rating, no broadcasters rated the process worse than in 2013. In fact, one broadcaster felt that the process had improved.

If actual comparisons of overall satisfaction are made between the broadcasters who participated in both the 2013 and 2014 survey, however, there are changes in satisfaction levels. Two broadcasters are more positive this year (up from good to very good), two broadcasters kept the same assessment, one broadcaster was non-committal and the last broadcaster changed from an assessment of 'very good' in 2013 to 'neither good nor poor' in 2014.

The one broadcaster who rated the process as better than 12 months ago felt that the BSA had improved its understanding of complaints from the broadcasters' perspective.

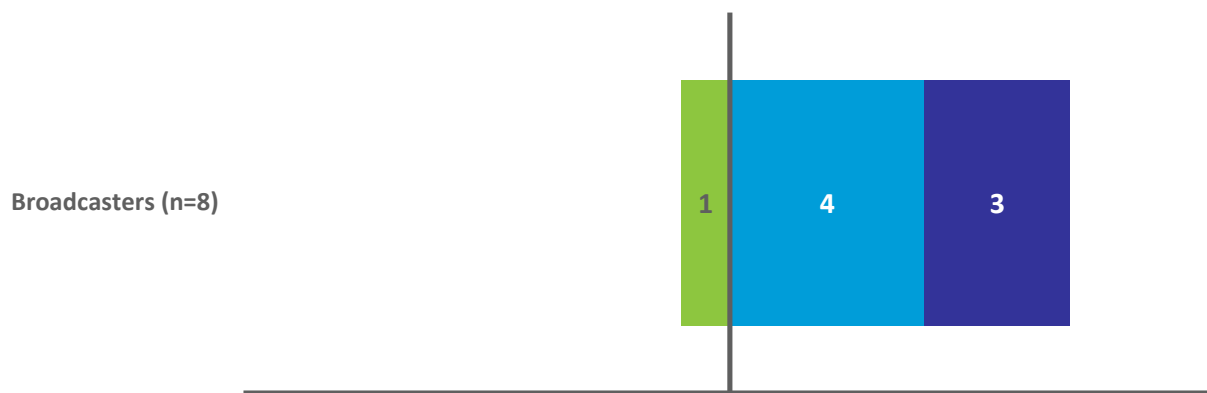


■ Much worse ■ Worse ■ The same ■ Better ■ Much better

Q9. Compared with 12 months ago, how would you rate this process?
 Base: All respondents including don't know and not applicable.

RELATIONSHIP WITH THE BSA

Broadcasters' perception of their relationship with the BSA is consistent with 2013. Only one broadcaster rated the relationship less than good and even that rating was not negative.

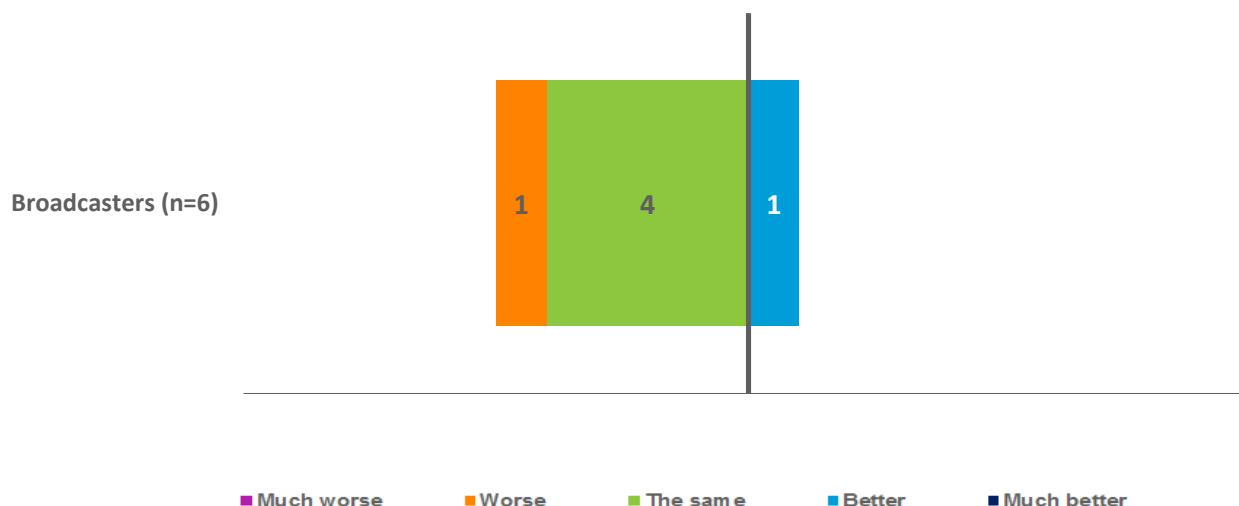


■ Very poor ■ Poor ■ Neither good nor poor ■ Good ■ Very good

Q12. Overall, how would you rate the relationship you have with the BSA?
 Base: All respondents including don't know and not applicable.

RELATIONSHIP COMPARED WITH 12 MONTHS AGO

Although the overall perception of the relationship that all broadcasters reported having with the BSA was positive, one broadcaster reported that their relationship with the BSA had deteriorated since the previous year. This broadcaster felt that decisions have become more critical of the broadcaster and have given them less of an opportunity to present their argument. Despite this perception of deterioration in the relationship, this broadcaster rated the relationship with the BSA as 'good' both this year and last year.



Q13. Compared with 12 months ago, how would you rate this relationship?
Base: All respondents including don't know and not applicable.

The broadcaster who rated the relationship as better than 12 months ago was the same broadcaster who felt the complaints process had improved over the last 12 months. This broadcaster felt that the BSA had become more responsive and that this had helped build the relationship between his broadcaster and the BSA over the last 12 months.

COMPLAINTS PROCESS RESOURCES



INFORMATION SOURCES

Broadcasters receive information about the complaints process through multiple channels. The BSA website was the leading source of information for broadcasters this year, with every broadcaster reporting that they had received information about the complaints process through it. Brochures, emails and phone or face-to-face contact were also widely used sources of information. Consistent with last year, the fewest number of broadcasters received information about the complaints process by letter.



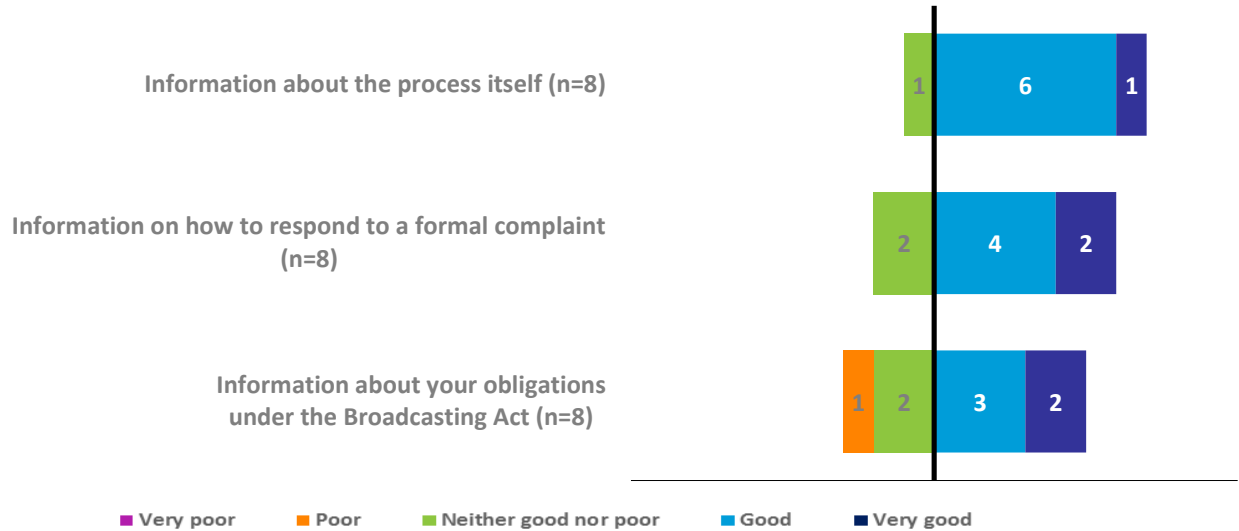
Q1: Through which of the following sources have you received information about the complaints process in general?

Q2: For each source used, can you please indicate how effective the information you received from this source was in helping you to understand the formal complaints process?

Base: All respondents including don't know and not applicable.

Overall perception of the BSA website has improved this year, with seven out of eight respondents evaluating it as a good source of information, compared to four out of six in the previous year. Additionally, there were no broadcasters who evaluated it as a poor source of information. Generally, all sources of information were evaluated as effective and perhaps showing slight improvement since 2013. The only source of information receiving one 'poor' rating was the BSA brochures and other literature.

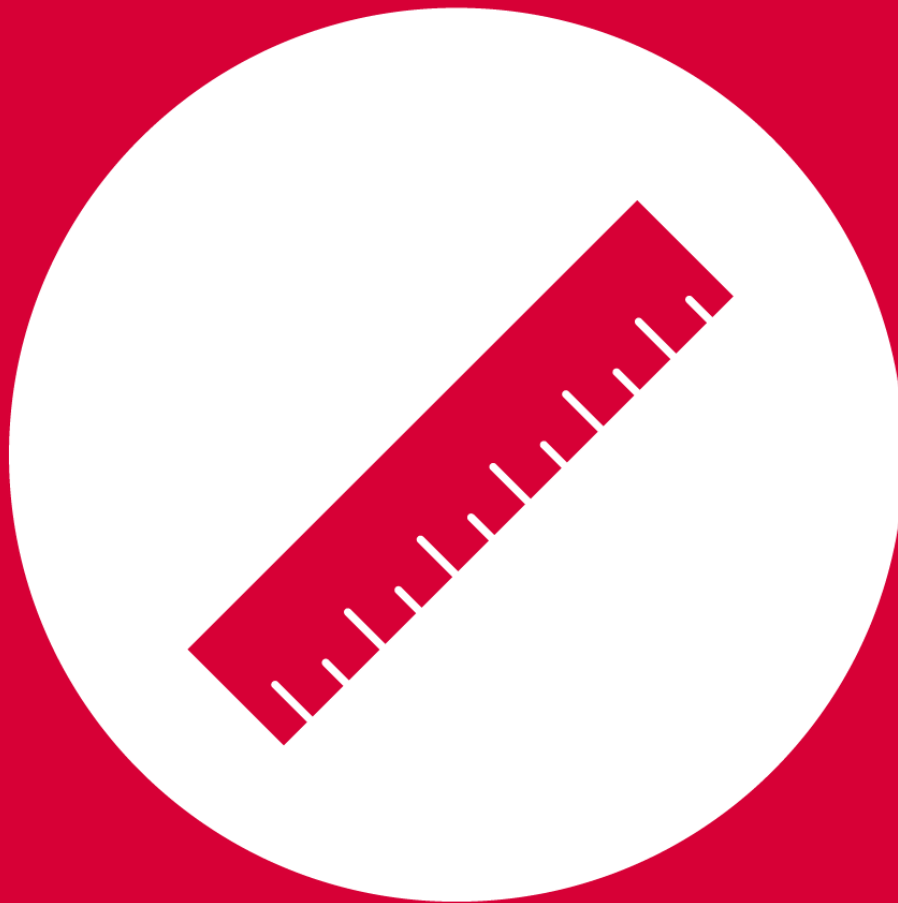
INFORMATION CONTENT



Q3: Overall, how would you rate the general information received from the BSA about each of the following?
 Base: All respondents including don't know and not applicable.

Broadcasters' satisfaction with the information that they receive from the BSA about the complaints process is consistent with last year. The only change of note is the one broadcaster who feels that the information about their obligations under the Broadcasting Act is poor.

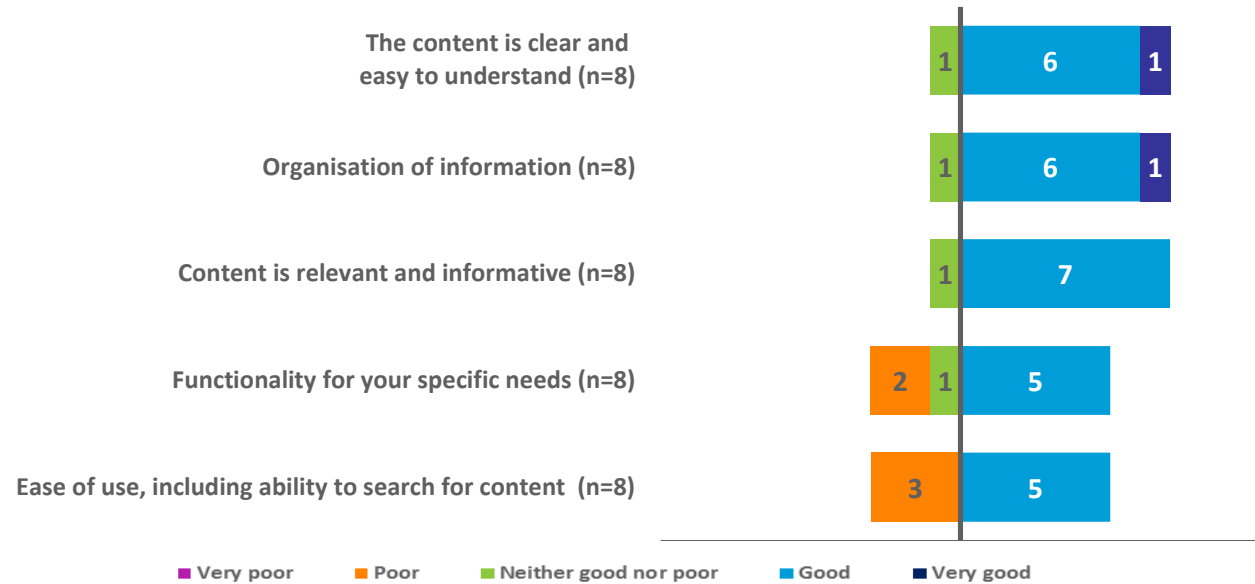
CONTACT WITH THE BSA



BSA WEBSITE

For some aspects of the website, broadcasters were generally satisfied. These included the content, both its relevance and its clarity, and the organisation of information. Broadcasters, however, were not quite as positive about the website's functionality and ease of use.

As discussed earlier, overall perception of the website as an information source has improved since last year, but some broadcasters still appear to have trouble searching for content.



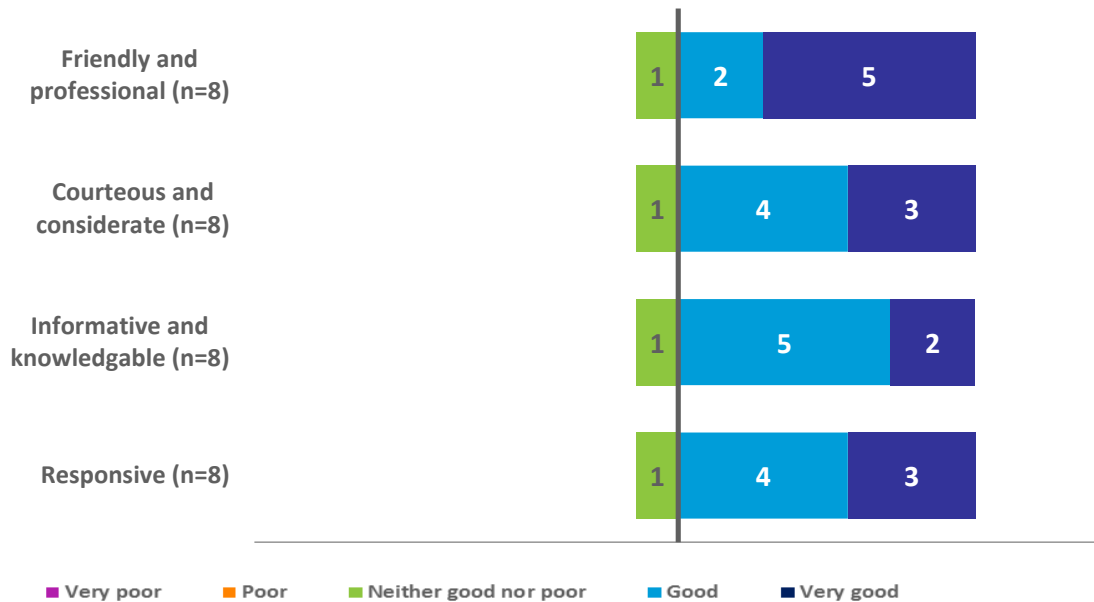
Q3: Thinking specifically about the BSA website, how would you rate the website on the following...
Base: All respondents including don't know and not applicable.

CONTACT WITH BSA STAFF

This year, there were no negative evaluations of BSA staff by broadcasters. For all aspects, almost 90% of all respondents rated the BSA staff as either 'good' or 'very good' when interacting with them about the complaints process.

While last year, one broadcaster rated the professionalism and friendliness of BSA staff as 'poor' and their responsiveness as 'very poor', this year the BSA staff was not evaluated as anything less than 'neither good nor poor' on any of the aspects. The broadcaster who evaluated BSA staff as 'poor' and 'very poor' on those two aspects participated in the survey again this year and improved the rating given to 'neither good nor poor'.

However, while still positive, there is an indication that attitudes are **not as strongly** positive as they were in 2013. In particular, in 2013, seven out of nine broadcasters rated the courtesy and consideration of the BSA staff as **very good** compared with three from eight in 2014. **Very good** ratings of informative and knowledgeable also dipped from five from eight in 2013 to two from eight in 2014.



Q5: Thinking now about the personal contact you have had with BSA staff about, or during, the complaints process. How would you rate the BSA staff you have dealt with in terms of being....

Base: All respondents including don't know and not applicable.

THE PROCESS

Satisfaction with aspects of the complaints process varies. Broadcasters are generally happy with the information exchange between the BSA and the broadcasters, but some feel that the BSA could improve on the timeliness of communication and response deadlines that are set.

INFORMATION EXCHANGE

Broadcasters' ratings of the information exchange between the broadcaster and the BSA are generally positive, although perhaps less positive than 2013. Fewer broadcasters rate the BSA as 'good' or 'very good' in terms of conducting overall procedural requirements in an open and fair manner, or in terms of giving the broadcasters the opportunity to say everything they wish. However, the decrease is the result of more neutral rather than poor ratings.



Q6: How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until decision is released, in terms of...

Base: All respondents including don't know and not applicable.

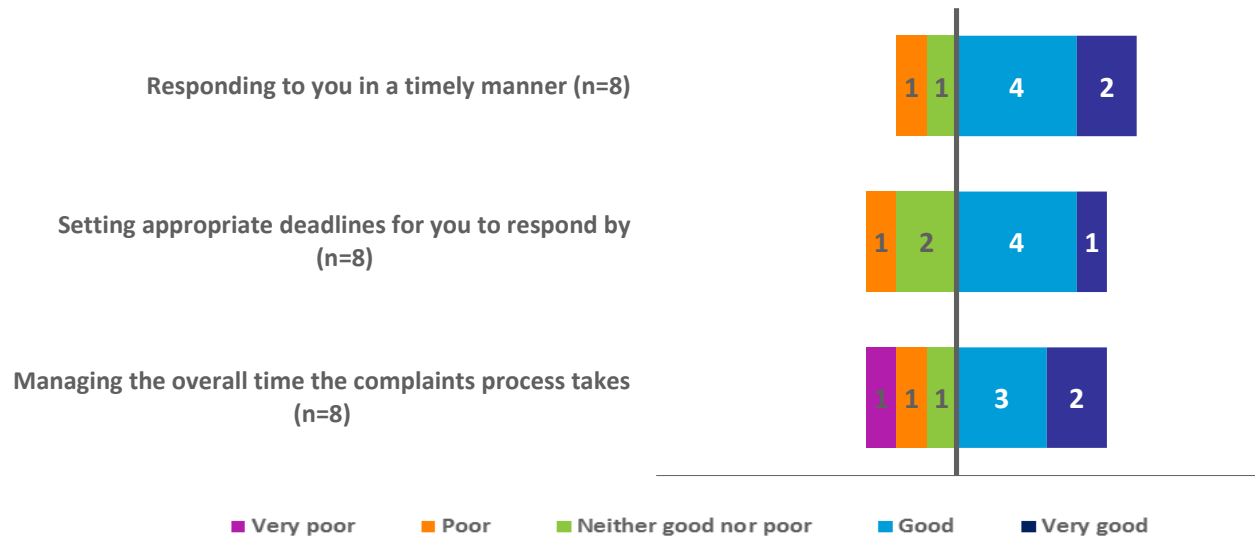
Across all aspects covered in the survey, some dissatisfaction is most evident in relation to the timeframes surrounding the complaints process. This is most evident with regards to management of the overall time which the complaints process takes.

It should be noted, however, that the 'poor' and 'very poor' ratings in relation to timeliness were given by the same two broadcasters. One broadcaster rated the BSA 'very poor' for the overall management of time and 'poor' for responding to the broadcaster in a timely manner, while the other broadcaster rated 'poor' for both setting appropriate deadlines and managing the overall time of the complaints process.

A comment from one of the two broadcasters elaborating on the rating that they gave states:

"Our formal complaints took some months to receive an answer and it was open-ended and dates kept changing. I think it would be much more helpful if there was a finite time applied to receiving Authority decisions, the same way that complainants and broadcasters are required to submit complaints or respond within 20 working days. I think some time limit needs to apply to the Authority's workings, rather than the open-ended back and forth requests and counter-requests to make the system more robust and reliable, so people know when to expect a decision."

Additionally, one broadcaster who rated the timeframe and management of information exchange good on all levels, suggested that the BSA consider introducing an online portal for broadcasters to manage their complaints and check on deadlines and due dates.



Q6: How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until decision is released, in terms of....

Base: All respondents including don't know and not applicable.

THE DECISION



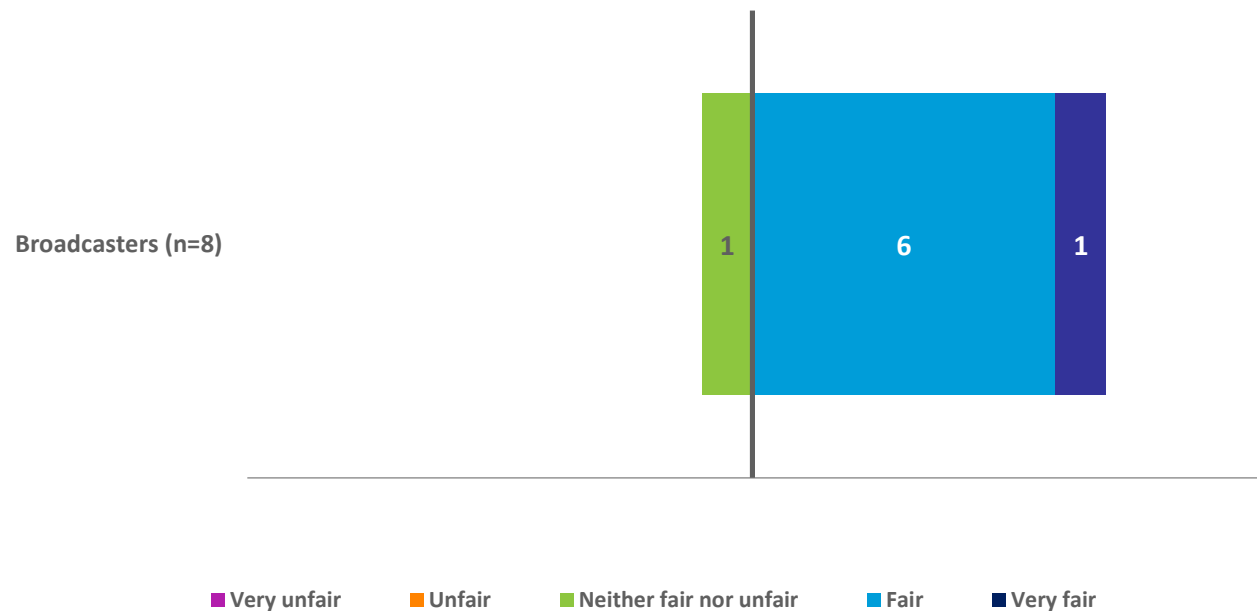
THE DECISION

Out of all areas evaluated in the survey, broadcasters are universally positive about the decision issued by the BSA. In their evaluation of the articulation of the decision and application of the standards, all broadcasters rated the BSA as either 'good' or 'very good'. Similar levels of satisfaction are seen across the other aspects of the decision as well, but there are three different broadcasters who rated the BSA 'neither good nor poor' on three aspects of the decision. These results are consistent, if not slightly more positive than last year.



Q7. How would you rate the written decisions your organisation has received from the BSA, in terms of
Base: All respondents including don't know and not applicable.

Satisfaction with the overall fairness of the decision process was high, with seven of eight broadcasters indicating that they felt the decisions issued by the BSA were either 'fair' or 'very fair'. These results are consistent with 2013.



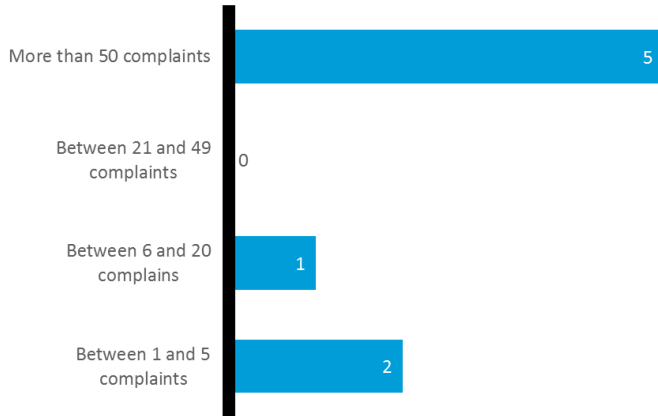
Q16. In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months?
Base: All respondents including don't know and not applicable.

VOLUME OF COMPLAINTS



VOLUME OF COMPLAINTS BY BROADCASTER

Almost two thirds of the broadcasters who participated in this survey received more than 50 complaints in the last 12 months (five out of eight). Out of the remaining three broadcasters, two dealt with less than five complaints in the last 12 months and one dealt with between 6 and 20 complaints. (Note: these complaints figures relate to formal complaints lodged with the broadcaster, and not to complaints referred on to the BSA. All of the broadcasters who participated in the survey had at least one complaint referred to the BSA, and the BSA accepted a total of 113 complaints last year, across all broadcasters.)



Q1: How many formal complaints has your organisation received in the past year?
Base: All respondents

OVERALL SATISFACTION WITH THE PROCESS

Broadcasters who have dealt with more than 50 complaints have varying perceptions of the overall complaints process. Two of these broadcasters rated the process 'neither good nor poor', while the other two broadcasters gave it more positive ratings.

Those broadcasters who have dealt with between one and five complaints have positive perceptions of the process, rating it either 'good' or 'very good'. The one broadcaster that dealt with between 6 and 20 complaints rated the process 'neither good nor poor'.



Q8: Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA?
 Base: All respondents

RELATIONSHIP WITH THE BSA

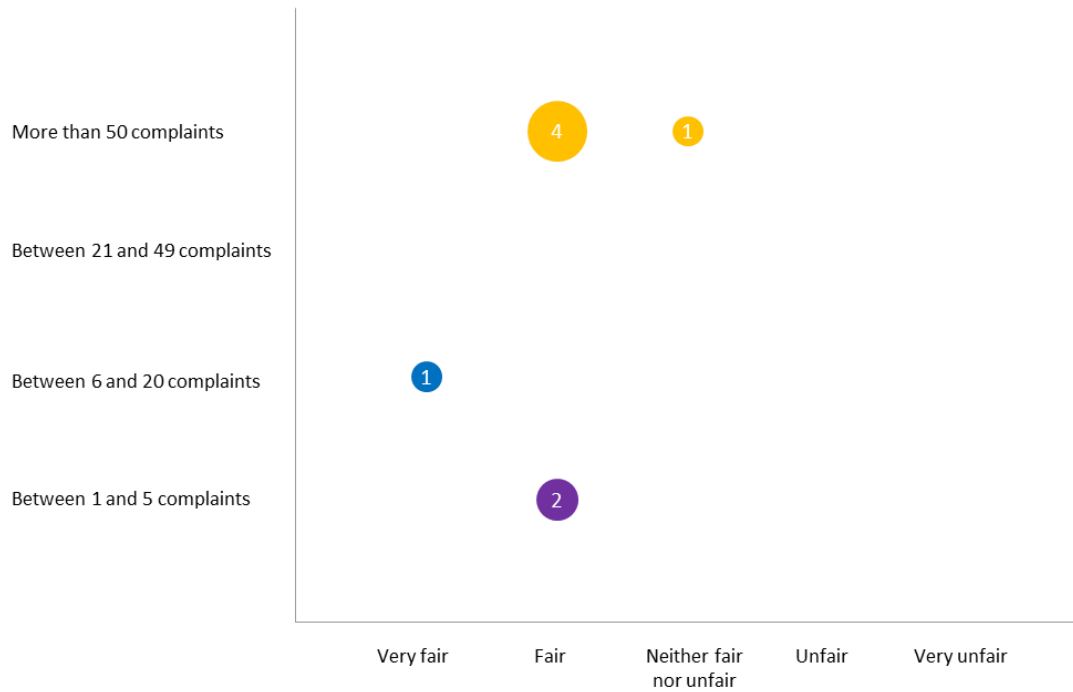
Broadcasters who have dealt with fewer complaints have a better perception of their relationship with the BSA. This perception, however, is only slightly more positive, with those broadcasters with fewer complaints rating their relationship as 'very good' and those with more complaints rating either 'good' or 'neither good nor poor'.



Q12: Overall, how would you rate the relationship you have with the BSA?
 Base: All respondents

THE DECISION

For the most part, broadcasters felt that the BSA's decisions about formal complaints were fair. Both those broadcasters who dealt with the most complaints and those who dealt with the least complaints felt that the decision process was 'fair'. One broadcaster who dealt with more than 50 complaints felt that the decisions were 'neither fair nor unfair' and the one broadcaster who dealt with between 6 and 20 complaints felt that the decision was 'very fair'.



Q16: In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months?
Base: All respondents

APPENDIX QUESTIONNAIRE



Information about the Complaints Process Generally

These first few questions are about the information available to broadcasters about the complaints process in general, not relating to a specific complaint.

Q2 Please select one for each statement

Through which of the following sources have you sought or received information about the complaints process in general?[SA]

	Yes	No	Don't Know
(R1) Email from BSA	01	02	03
(R2) Letter from BSA	01	02	03
(R3) Phone or face to face contact with BSA staff.....	01	02	03
(R4) BSA website	01	02	03
(R5) BSA brochures and other literature	01	02	03

Q3 Ask if said yes at Q2

For each source used, can you please indicate how effective the information you received from this source was in helping you to understand the formal complaints process?[SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Email from BSA	01	02	03	04	05	06	07
(R2) Letter from BSA	01	02	03	04	05	06	07
(R3) Phone or face-to-face contact with BSA staff	01	02	03	04	05	06	07
(R4) BSA website.....	01	02	03	04	05	06	07
(R5) BSA brochures and other literature.....	01	02	03	04	05	06	07

Q4 Please select one for each statement

Overall, how would you rate the general information received from the BSA about each of the following...? [SA]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know	N/A
(R1) Information about the process itself	01	02	03	04	05	06	07
(R2) Information on how to respond to a formal complaint	01	02	03	04	05	06	07
(R3) Information about your obligations under the Broadcasting Act	01	02	03	04	05	06	07

Q5 Thinking specifically about the BSA website, how would you rate the website on each of the following?[SA]

NOTE: If you have never visited the BSA website, please select N/A for all options.

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know	N/A
(R1) Ease of use, including ability to search for content	1	2	3	4	5	6	7
(R2) Organisation of information	1	2	3	4	5	6	7
(R3) Content is clear and easy to understand	1	2	3	4	5	6	7
(R4) Content is relevant and informative.....	1	2	3	4	5	6	7
(R5) Functionality for your specific needs	1	2	3	4	5	6	7

Q6 **Please select one for each statement**
Dealing with BSA Staff

Thinking now about the personal contact you have had with BSA staff about, or during, the complaints process.

How would you rate the BSA staff you have dealt with in terms of being...? [SA]

PROBE NOTE: This contact may have been via phone, email or face-to-face. If you have had none of these forms of personal contact, please select N/A for all options.

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't Know	N/A
(R1) Friendly and professional.....	01	02	03	04	05	06	07
(R2) Informative and knowledgeable	01	02	03	04	05	06	07
(R3) Responsive	01	02	03	04	05	06	07
(R4) Courteous and considerate	01	02	03	04	05	06	07

Q7 **Please select one for each statement**

How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...

[SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Timeliness							
Responding to you in a timely manner.....	01	02	03	04	05	06	07
(R2) Setting appropriate deadlines for you to respond by.....	01	02	03	04	05	06	07
(R3) Communication of the timeframe within which a decision is expected	01	02	03	04	05	06	07

(R4) Managing the overall time the complaints process takes.....	01	02	03	04	05	06	07
(R5) Information Exchange							
Requesting information from you	01	02	03	04	05	06	07
(R6) Giving you, the broadcaster, the opportunity to say everything you wish	01	02	03	04	05	06	07
(R7) Providing you with all procedural information you need to know	01	02	03	04	05	06	07
(R8) Overall, conducting the procedural requirements in an open and fair manner	01	02	03	04	05	06	07

Q8 Please select one for each statement
The Decision Process

How would you rate the written decisions your organisation has received from the BSA, in terms of...
[SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Capturing fairly the essence of the correspondence between you and the complainant	01	02	03	04	05	06	07
(R2) Capturing the essence of the broadcaster's argument	01	02	03	04	05	06	07
(R3) Making it easy to understand how the standards were applied in the decision	01	02	03	04	05	06	07
(R4) Clearly articulating reasons for the decision	01	02	03	04	05	06	07
(R5) If upheld, providing the opportunity for reasonable input into orders made and/or provisional decision	01	02	03	04	05	06	07

Overall process

These next questions focus on your opinion of the overall process and the relationship you have with the BSA.

Q9	Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA? [SA]	Code
	Very good	1
	Good	2
	Neither good nor poor	3

Poor	4
Very poor	5

Q10	Compared with 12 months ago, how would you rate this process?[SA]	Code
	Much better	1
	Better	2
	The same	3
	Worse	4
	Much worse	5
	Don't know	9

Q11 **Ask if said much better or better in Q10**
 What aspects, in particular, have improved for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q12 **Ask if said worse or much worse in Q10**
 What aspects, in particular, have deteriorated for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q13	Overall, how would you rate the relationship you have with the BSA? [SA]	Code
	Very good.....	1
	Good	2
	Neither good nor poor	3
	Poor.....	4

Very poor..... 5

Q14	Compared with 12 months ago, how would you rate the relationship? [SA]	Code
	Much better	1
	Better	2
	The same.....	3
	Worse	4
	Much worse	5

Q15 **Ask if said much better or better in Q14**
 What aspects, in particular, have improved for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q16 **Ask if said worse or much worse in Q14**
 What aspects, in particular, have deteriorated for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q17	Please select only one BSA Decisions	Code
	In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months? [SA]	
	Very fair	01
	Fair.....	02
	Neither fair nor unfair	03

Unfair	04
Very unfair	05
Not applicable	97
Don't know	99

Q18 Additional comments

What improvements, if any, would you like to make to the way the BSA processes complaints?

NOTE: If you have no improvements to suggest, please either enter 'none' in the text book or click >> to continue.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q19 Do you have any other comments to make about the current process?

NOTE: If you have no other comments, please either enter 'none' in the text book or click >> to continue.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q20 Thank you very much for participating. Your feedback is appreciated.

As mentioned earlier, your responses will be kept confidential unless you give us permission to attribute your feedback to your organisation. This will enable the BSA to tailor their service, where possible, to meet your specific needs.

We appreciate that some broadcasters may not be comfortable with this, and if you do not wish to be identified, we will ensure your responses **remain anonymous**.

Do you give permission for Nielsen to attribute your responses to your organisation? [SA]

Yes	1
No	2

Code

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.