



Publications (8, PT. 3)

By -

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 46 pages. Original publisher: Washington: U. S. G. P. O. , 2011. LC Number: KF26 . C69 2005zl OCLC Number: (OCoLC)726192151 Subject: Television programs -- United States -- Rating -- Methodology. Excerpt: . . . on the people meters. Rural viewers are very important to me. When I ran a network in television and radio stations, I had to depend totally on Nielsen data for my business. So, I hope Nielsen will cooperate with the MRC on this. If it does not, in my mind, that is another important reason that the bill should pass. Nielsen ratings determine the value of literally billions of dollars in advertising. Because our TV industry is supported largely by advertising dollars, Nielsen ratings, in the end, determine which television shows get aired and which get canceled; and so, ultimately, determine what kind of content is distributed on our public airways. So, television rating systems have extraordinary cultural, social, and economic implications. Even in the era of the Internet, television remains our national town hall. It is a medium that brings Americans together, and it is shared space that shapes our national experience....



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