

Cinema AdSpend data suspended

Nielsen, CineMark and Popcorn recently met to find possible solutions to the industry concerns surrounding the Cinema AdSpend data. Following discussions, a consensus was reached to discontinue supplying the media industry and its stakeholders with this data with immediate effect and until further notice. The cinema data currently available is unreliable due to historical models that were implemented. Nielsen will investigate a feasible model to ensure that the most accurate data is submitted. All back data will be set at zero on the AdDynamix database with the release of September 2012 data. Nielsen will keep the industry informed as to progress made and new release dates.

For more, visit: <https://www.bizcommunity.com>