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## The Camp in the Foot-Hills, Or, Oscar on Horseback

By -

RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 76 pages. Original publisher: Washington : U. S. G. P. O. , 2011. LC Number: KF26 . C69 2005z1 OCLC Number: (OCoLC)726192151 Subject: Television programs - United States -- Rating -- Methodology. Excerpt: . . . 11 2. New York The MRC began its audit process of the New York LPM ( NYLPM ) during the early part of 2004. The New York market is arguably the most difficult market to measure particularly in obtaining the cooperation of households. The market is highly diverse and represents unique challenges in compiling accurate and reliable data. Fieldwork began in this market in April of 2004 and the MRC utilized its full audit scope and procedures for assessing the service. Ernst and Young conducted the audit using its standard Nielsen auditing team, which included bi-lingual personnel. There were many problems identified in the audit, including race and origin classification errors, excessive and excessively disproportionate faulting and metering issues. The markets performance was further complicated by an on-going media campaign in the New York market, which could have potentially influenced house-hold participation. Concurrent with the introduction of the LPM, the MRC closely...



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