



ARF DASH Expanding Following MRC Accreditation

Moves to two 12-month data releases a year, adds advertising audience estimates and opens data for development of new capabilities

New York, NY, January 28, 2026 – With the awarding of accreditation for TV universe estimation by the Media Rating Council (MRC), the ARF DASH TV Universe Study has established itself as a standard in measurement. Now DASH is expanding its delivery schedule and taking steps to broaden its usefulness of in advertising and strategy.

Starting this month, the ARF will deliver DASH data to licensees in two, 12-month data sets each year, the first in January and the second in late August or early September, with the goal of greater reliability, stability and timeliness.

In addition, DASH will support advertising businesses with robust estimates of reachable advertising audiences across linear and streaming TV. DASH data will also be available to owners of identity graphs for creation of custom advertising targets and to partner companies for the development of new advertising capabilities. DASH already partners with Experian to offer audience targets that address specific media behavior valuable to advertisers.

The ARF has also undertaken development work on a comprehensive segmentation of US TV usage to help marketers and media companies alike see through the complexity of the market and classify and profile their consumers more usefully.

These new services and applications have not yet been MRC accredited.

The ARF DASH TV Universe Study paints a comprehensive picture of the US consumer television landscape. DASH records, in granular detail, how consumers connect to and consume TV across platforms, devices and services. Subscribers use DASH to calibrate viewership data, project audiences, sharpen demographics, assess strategy and tell better sales stories, among other applications.

DASH is conducted in partnership with NORC at the University of Chicago, a premier polling firm, and overseen by a technical committee of experts from each licensee.

DASH employs a national probability sample to produce reliable projections in total US context. DASH also enables definition and profiling of TV consumers on hundreds of demographic and usage characteristics.

In awarding accreditation, MRC CEO and Executive Director Goerge Ivie noted, “Universe estimates are industry infrastructure, essential for calibrating viewership data and projecting audiences. DASH provides the industry with an unbiased enumeration standard. We believe this is an important foundational data set for the industry.”

“Since its inception, DASH has been adopted and strongly supported by the measurement community for foundational MRUEs and calibration of viewership data,” says Paul Donato, CRO, the ARF. “MRC accreditation is testimony to the value and rigor of the work we have done together and provides important validation of the data set.”

“Comprehensive in coverage and rooted in the rigors of media measurement, DASH also provides TV planners, sellers and strategists with the total-market context they cannot get anywhere else,” adds Jim Meyer, General Manager, DASH. “Part of our job now is to make DASH more accessible and useful, with new reporting, tools and capabilities. We are seeing just the beginning of how DASH can benefit the TV industry.”

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About the Advertising Research Foundation

Founded in 1936, the [Advertising Research Foundation](#) (ARF) has emerged as the preeminent authority on unbiased quality in advertising, media, and marketing research. With over 400 member companies, the ARF's powerful knowledge, unified standards, and best practices have proven invaluable time and again. The ARF continues to drive continuous improvement in advertising and marketing practices by fostering collaboration and innovation, shaping the industry's future.

In today's rapidly changing technology landscape, the ARF remains committed to providing accurate information, setting industry standards, and promoting transparency. For more information on the ARF visit www.thearf.org and also visit us on [LinkedIn](#), [YouTube](#), [X \(Twitter\)](#), and [Facebook](#). For more information on DASH, visit www.thearf.org/dash.