



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
OCTOBER 2015 THROUGH DECEMBER 2015**

New York – January 8, 2016

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from October 2015 through December 2015. The format of this report is as follows:

Month	Operating Committee	Service	Action	Notes
<i>Month in which the action was officially taken.</i>	<i>The Operating Committee(s) within MRC with primary oversight for this audit.</i>	<i>Measurement Service Product for which a change in accreditation status occurred.</i>	<i>Accreditation action taken by MRC.</i>	<i>Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.</i>

The MRC Board of Directors has taken the following actions to change the accreditation statuses of audited services in the period from October 1, 2015 through December 31, 2015:

Month	Operating Committee	Service	Action	Notes
October	Digital	AppNexus Viewability (formerly Alenty)	Revoke accreditation	Accreditation revoked; significant changes to the platform resulted subsequent to transfer of service from Alenty to AppNexus. AppNexus is in process of seeking accreditation of the revised viewability platform.
October	Digital	Sizmek	Grant accreditation	Accreditation granted for Mobile Web Served Display, Digital Video, and Rich Media Ad Impression metrics.
October	Digital	Moat	Grant accreditation	Accreditation granted for Mobile Web and Mobile In Application Viewable Display and Viewable Digital Video Ad Impressions and related viewability metrics.
November	Digital	Sizmek	Grant accreditation	Accreditation granted for Mobile In Application Served Display, Digital Video, and Rich Media Ad Impressions, and for Clicks in Desktop, Mobile Web, and Mobile In Application environments.
November	Digital	Chartbeat	Revoke accreditation	Accreditation revoked; Chartbeat opted not to complete process to continue accreditation of its viewability measurement platform.
December	Digital	Vindico	Revoke accreditation	Accreditation revoked for Digital Video Viewable Ad Impressions and related viewability metrics; Vindico opted not to complete process to continue accreditation of its viewability measurement platform.

Month	Operating Committee	Service	Action	Notes
December	Digital	Yahoo! APT	Revoke accreditation	Accreditation revoked; Yahoo! opted not to complete process to continue accreditation of the APT platform.
December	Digital	MODE Media (formerly GLAM)	Suspend accreditation	Accreditation suspended for Desktop Display Viewable Ad Impressions and related viewability metrics until compliance with v2.0 of <i>MRC Viewability Guidelines</i> has been demonstrated.
December	TV	Nielsen NSI Set Meter Markets	Revised accreditation status	Household level estimates remain accredited, but accreditation withdrawn for demographic data reported by service because of significant change to methodology. For more information, refer to MRC Statement dated 12/30/15.

For a full listing of services currently accredited by the MRC, as well as a list of those services that are not accredited but are currently in the accreditation process, please visit:
www.mediaratingcouncil.org/Accredited%20Services.htm.

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