



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
OCTOBER 2014 THROUGH DECEMBER 2014**

New York – January 30, 2015

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from October 2014 through December 2014. 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, 2014 through December 30, 2014:

Month	Operating Committee	Service	Action	Notes
November	Digital	Adloox	Grant accreditation	Accreditation granted for Display and Rich Media Served Ad Impressions (includes Mobile Web); Display and Rich Media Viewable Ad Impressions and related Viewability metrics.
November	Digital	Pixalate	Grant accreditation	Accreditation granted for Display Served Ad Impressions and Display Viewable Ad Impressions and related Viewability metrics.
December	Digital	Meetrics	Grant accreditation	Accreditation granted for Display and Digital Video Served Ad Impressions, and Display and Digital Video Viewable Ad Impressions and related Viewability metrics.
December	Digital	PointRoll	Grant accreditation/ Continue accreditation	Accreditation granted for Digital Video Served Ad Impressions, and accreditation continued for Display and Rich Media Served Ad Impressions.

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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