MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
JANUARY 2016 THROUGH MARCH 2016

New York – April 11, 2016

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from January 2016 through March 2016. The format of this report is as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Operating Committee</th>
<th>Service</th>
<th>Action</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Digital</td>
<td>AdYapper</td>
<td>Continue accreditation/Grant accreditation</td>
<td>Accreditation continued for Desktop Display Viewable Impression measurement; first-time accreditation granted for Desktop Video Viewable Impressions and related viewability metrics.</td>
</tr>
<tr>
<td>January</td>
<td>Digital</td>
<td>RealVu</td>
<td>Continue accreditation/Grant accreditation</td>
<td>Accreditation continued for Desktop Display and Rich Media Viewable Impressions; first-time accreditation granted for related viewability metrics.</td>
</tr>
<tr>
<td>January</td>
<td>Digital</td>
<td>comScore Direct</td>
<td>Continue accreditation/Grant accreditation</td>
<td>Accreditation continued for Desktop measurements; first-time accreditation granted for Mobile Web measurements.</td>
</tr>
<tr>
<td>January</td>
<td>Digital</td>
<td>comScore MediaMetrix</td>
<td>Grant accreditation</td>
<td>Accreditation granted for flagship MediaMetrix service (Desktop).</td>
</tr>
<tr>
<td>February</td>
<td>Digital</td>
<td>AppNexus Viewability</td>
<td>Grant accreditation</td>
<td>Accreditation granted for Desktop Display Viewable Impressions and related viewability metrics.</td>
</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>PureClick</td>
<td>Revoke accreditation</td>
<td>Accreditation revoked; PureClick opted not to undergo an audit to maintain accreditation.</td>
</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>Celtra</td>
<td>Grant accreditation</td>
<td>Accreditation granted for Display and Rich Media Served Ad Impressions and Engagement metrics (excluding Shakes) in Mobile Web and Mobile In Application environments.</td>
</tr>
</tbody>
</table>

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The MRC Board of Directors has taken the following actions to change the accreditation statuses of audited services in the period from January 1, 2016 through March 31, 2016:

<table>
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<tr>
<th>Month</th>
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<td>January</td>
<td>Digital</td>
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<td></td>
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</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>AOL</td>
<td>Revoke accreditation</td>
<td>Accreditation revoked; AOL opted not to complete process to continue accreditation of its Served Display and Digital Video Ad Impressions in Desktop environments.</td>
</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>ADTECH</td>
<td>Revoke accreditation</td>
<td>Accreditation revoked; ADTECH opted not to complete process to continue accreditation of its Served Display and Digital Video Ad Impressions and Clicks in Desktop and Mobile Web environments.</td>
</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>Yahoo! Ad Exchange (YAX)</td>
<td>Revoke accreditation</td>
<td>Accreditation revoked; Yahoo! opted not to undergo an audit to maintain YAX accreditation.</td>
</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>Tremor Video</td>
<td>Revoke accreditation</td>
<td>Accreditation revoked; Tremor Video opted not to complete process to continue accreditation of Desktop Video Viewable Impressions and viewability related metrics.</td>
</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>Apple iAd</td>
<td>Revoke accreditation</td>
<td>Accreditation revoked; Apple opted not to undergo an audit to maintain iAd accreditation.</td>
</tr>
<tr>
<td>March</td>
<td>Digital</td>
<td>PointRoll</td>
<td>Revoke accreditation</td>
<td>Accreditation revoked; Sizmek (PointRoll’s parent co.) opted not to undergo an audit to maintain PointRoll accreditation.</td>
</tr>
</tbody>
</table>

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.mediaringcouncil.org/Accredited%20Services.htm](http://www.mediaringcouncil.org/Accredited%20Services.htm).

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