



PRESS
INFORMATION

Contact: George W. Ivie, CEO
212-972-0300
givie@mediaratingcouncil.org

**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
JANUARY 2014 THROUGH MARCH 2014**

New York – April 22, 2014

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from January 2014 through March 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 January 1, 2014 through March 31, 2014:

Month	Operating Committee	Service	Action	Notes
January	Digital	Medialets	Grant accreditation	First-time accreditation granted for Mobile Web and In Application Display Impressions and Clicks.
January	Digital	Vindico	Grant accreditation/ Continue accreditation	First-time accreditation granted for Mobile Web Ad Impressions; accreditation continued for Display and Digital Video Ad Impressions.
February	Digital/Radio	Triton Digital Webcast Metrics Local (Pandora Implementation)	Grant accreditation	First-time accreditation granted for the following statistics: Total Listening Hours, Cume, Cume Rating, Average Time Spent Listening, Sessions Started, Active Sessions, Average Active Sessions, Average Quarter Hours, Average Quarter Hour Rating.
March	Digital	FreeWheel	Grant accreditation/ Continue accreditation	First-time accreditation granted for impressions delivered through Stream Stitcher service; accreditation continued for Display and Digital Video Ad Impressions, and Mobile Web and In Application Digital Video Impressions.
March	Digital	Glam Media	Grant accreditation/ Continue accreditation	First-time accreditation granted for Digital Video and Viewable Impression statistics for Display and Rich Media ads; continued accreditation granted for Display and Rich Media served ad impressions.

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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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