



MRC INDUSTRY COMMUNICATION

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Status Update on Adoption of MRC Viewable Impression Reconciliation Guidance

As was noted in our [March 31, 2014 Industry Communication](#) related to the lifting of MRC's viewable impression advisory, our work to reconcile the viewable impression counts of vendors accredited by MRC for their viewable display ad impression measurement led us to issue guidance on certain measurement process areas that were identified as contributing to discrepancies in viewable impression counting.

Specifically, we spelled out certain steps to be followed going forward by MRC-accredited viewable impression measurers in the following five areas: 1) the minimum granularity with which viewability measurement "snapshots" should occur; 2) the eventual elimination of "Count on Decision" approaches to counting served ad impressions; 3) the order of processing and processes applied in viewable impression counting; 4) full disclosure of whether the ad itself, or the ad container/frame, was subject to the viewability measurement; and 5) the application of a consistent approach in accounting for the viewable status of ads that may appear on "out of focus" browser tabs. Accredited viewability measurers were asked to adapt their methodologies in these areas within a limited amount of time.

Over the intervening weeks, measurement vendors have been moving to adopt MRC's reconciliation guidance. The most current information on the statuses of each accredited vendor in this regard is available in a chart that can be accessed through a link from the MRC web site home page, www.mediaratingcouncil.org. For each accredited vendor, the chart notes if this guidance has been implemented. Initially, this information will be based on self-reporting by the vendor to the MRC, and is noted as such in the chart; in time, it will be verified during the next MRC audit of the service. The chart will be updated on a weekly basis through June, and as necessary thereafter.

MRC strongly encourages the use of MRC-accredited viewability vendors for viewable impression measurement, and we believe that adoption of the reconciliation guidance results in improved consistency in the viewable impression counts across vendors.

The Viewable Impression Guidelines were developed in alignment with the Five Guiding Principles of Digital Measurement outlined by the [Making Measurement Make Sense](#) (3MS) initiative. 3MS was founded by the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB), driven by a need across the marketing and advertising industry for clear and standards-based metrics for interactive advertising that are comparable to legacy media and based on the fundamental opportunity for consumers to see online ads. The Media Rating Council (MRC) is

responsible for setting and implementing measurement standards for the industry as well as auditing and accrediting vendors to verify compliance with the standards. To date, 12 vendors have been accredited by MRC for their viewability solutions for display advertising.

About the Media Rating Council (MRC)

The MRC is a non-profit industry association established in 1964 composed of leading television, radio, print and Internet companies, as well as advertisers, advertising agencies and trade associations whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC Accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research and other standards MRC produces; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 90 research products are audited by the MRC.