



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
APRIL 2016 THROUGH JUNE 2016**

New York – July 7, 2016

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from April 2016 through June 2016. 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 April 1, 2016 through June 30, 2016:

| Month | Operating Committee | Service | Action | Notes |
|-------|---------------------|------------------|----------------------|---|
| April | Digital | Turner Digital | Revoke accreditation | Accreditation revoked for Desktop Served Display and Video ad impressions; Turner Digital opted not to undergo an audit to maintain its accreditation. |
| April | Digital | comScore vCE 2.0 | Grant accreditation | Accreditation granted for Validated Campaign Essentials (vCE)— Audience 2.0 Desktop GRP and Reach/Frequency metrics segmented by age, gender, and behavior-based ethnicity characteristics. |
| April | Digital | Videology | Revoke accreditation | Accreditation revoked for Desktop Viewable Impressions and related viewability statistics; Videology opted not to undergo an audit to maintain accreditation of these measurements. |
| May | TV | Canoe Ventures | Grant accreditation | Accreditation granted to Canoe's Video On Demand Dynamic Ad Insertion platform for served video ad impressions (excluding second screen impressions). |
| May | Digital | MODE Media | Revoke accreditation | Accreditation revoked for Desktop served display, video, and rich media ad impressions; MODE Media opted not to undergo an audit to maintain its accreditation. |

| Month | Operating Committee | Service | Action | Notes |
|-------|---------------------|---------------|-----------------------|---|
| May | Digital | S4M | Grant accreditation | Accreditation granted for Fusio platform's HTML5 Mobile Web and Mobile In-Application served display and rich media ad impressions, clicks, click through rate, landings, installs and opens. |
| June | Digital | White Ops | Grant accreditation | Accreditation granted for Fraud Sensor Sophisticated Invalid Traffic detection service for desktop and mobile web measurement of display and video gross impressions, incomplete loads, decisions, net impressions, general bots, total net impressions and bots. |
| June | Digital | Extreme Reach | Suspend accreditation | Accreditation for all accredited metrics suspended based on audit committee review; status pending. |
| June | Digital | Videology | Revoke accreditation | Accreditation revoked for Mobile Web served video ad impressions; Videology opted not to undergo an audit to maintain accreditation of these measurements. |
| June | Digital | Mixpo | Revoke accreditation | Accreditation revoked for served display, video and rich media ad impressions; Mixpo opted not to undergo an audit to maintain its accreditation. |

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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