



PRESS  
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,  
APRIL 2013 THROUGH JUNE 2013**

New York – July 8, 2013

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from April 2013 through June 2013. 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 Research 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>

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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 April 1, 2013 through June 30, 2013:

Month	Operating Committee	Service	Action	Notes
April	Digital	Apple iAd	Grant accreditation	For the following in-application ad measurement statistics: Impressions, Taps, Tap Through Rate, Visits, Views, Views per Visit, Average Time Spent, Conversions, Unique Devices, Unique Device Visits.
April	Digital	Google ActiveView	Grant accreditation	For Viewable Impression statistics.
May	Digital	Tremor Video VideoHub	Grant accreditation	For the following statistics: Served Digital Video Ad Impressions, Clicks, Engagement Rate, Average Viewability Percentage and Unique Cookies.
May	Digital	spider.io	Grant accreditation	For Viewable Impression statistics.
June	Digital	CBS Interactive	Revoke accreditation	Opted not to proceed with an audit to continue accreditation of CBSi's Display and Digital Video 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](http://www.mediaratingcouncil.org/Accredited%20Services.htm).

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