



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
APRIL 2019 THROUGH JUNE 2019**

New York – July 9, 2019

The chart below summarizes Media Rating Council accreditation decisions made in the period from April 2019 through June 2019. 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 accreditation decision 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 has taken the following actions related to the accreditation of audited services in the period from April 1, 2019 through June 30, 2019:

Month	Operating Committee	Service	Action	Notes
April	Digital	S4M	Revoke accreditation	Accreditation revoked for all metrics reported for the S4M Fusio platform. S4M has withdrawn from the accreditation process.
April	Digital	WhiteOps	Grant accreditation/ Continue accreditation	Accreditation granted for WhiteOps Fraud Sensor's Sophisticated Invalid Traffic detection and filtration in Mobile In-Application environments; accreditation continued for WhiteOps Fraud Sensor's Sophisticated Invalid Traffic detection and filtration in Desktop and Mobile Web.
May	Digital/Radio	Triton Digital	Suspend accreditation	Accreditation suspended for all metrics reported for Webcast Metrics, Webcast Metrics Local, and Monthly Ranker reports, pending remediation of certain outstanding audit issues.

In addition, the following change occurred to a service's MRC status:

May	Digital	Twitter	No longer in process	Twitter is no longer actively engaged in the accreditation process, pending completion of an ad tech platform refactoring project.
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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