



PRESS
INFORMATION

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

**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
APRIL 2015 THROUGH JUNE 2015**

New York – July 29, 2015

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from April 2015 through June 2015. 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, 2015 through June 30, 2015:

Month	Operating Committee	Service	Action	Notes
May	Digital	Innovid	Grant accreditation	Accreditation granted for desktop Digital Video Viewable Ad Impressions and related viewability metrics.
May	Digital	Medialets	Grant accreditation/ Continue Accreditation	Accreditation granted for served Rich Media and Digital Video Ad Impressions in mobile web and mobile in application environments; accreditation continued for served Display Ad Impressions and Clicks (mobile web and in app).

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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