



## **MRC Issues Interim In-Game Advertising Measurement Guidance Updates**

### ***Memo Supplements 2009 In-Game Measurement Guidelines***

New York, NY (September 9, 2021): The Media Rating Council (MRC) today issued a public memorandum with interim guidance on the measurement of In-Game advertising. The memo is designed to provide updates to the *IAB In-Game Measurement Guidelines*, which were originally co-developed by MRC and IAB in 2009.

Given the significant changes to the In-Game advertising landscape since the time when the original *In-Game Measurement Guidelines* were released, MRC believes updated guidance on how to measure In-Game ads is urgently needed in light of the rapid growth of this advertising segment in recent years. The new memo is a step to begin to provide this. It calls out areas where the prior *In-Game Measurement Guidelines* are still largely relevant, other areas where measurement guidance that was later developed for other advertising environments exists and is applicable to In-Game, and yet other areas where further study is needed to develop measurement rules that are fully appropriate for unique attributes of today's In-Game advertising.

Next steps for those areas of guidance that are in need of further development will occur through a working group that is being formed by MRC and the IAB Tech Lab to address these issues, which ultimately will lead to a comprehensive update of the *In-Game Measurement Guidelines* document.

Some specific points covered in the MRC's memo include the following:

- While the scope of the original *IAB In-Game Measurement Guidelines* covered only dynamic In-Game ads that appeared in PC or Console-based games, today's environment has become much more complex. While measurement guidance has been produced in recent years related to areas like impression measurement in mobile environments—much of which can be applied to In-Game ads—other important In-Game settings, such as Augmented and Virtual Reality, and 3-Dimensional ads, will require the updated *In-Game Measurement Guidelines* to address additional areas.
- Some existing MRC measurement guidance that was originally created for measuring ads in desktop, mobile web, mobile in-app, and Connected TV environments, in areas like rendered ad impression measurement and invalid traffic filtration, can largely be applied to In-Game as well, while recognizing that aspects may need to be supplemented for certain In-Game advertising-specific considerations.
- On the other hand, MRC believes the current requirements for viewable impressions in desktop and mobile environments do not fully address the full range of considerations that are appropriate for In-Game ads, which include attributes like changing ad sizes, screen angle, lighting, opacity, and focus. As a result, MRC strongly discourages the direct application of existing viewability requirements for current In-Game ad measurement, and will not accredit services for In-Game viewability metrics until more

specific guidance related to In-Game ad viewability has been developed as part of the aforementioned MRC/IAB Tech Lab working group efforts.

- Additionally, other In-Game advertising-specific concepts, such as “cool off periods,” will be considered and updated as needed in the forthcoming revision of the *In-Game Measurement Guidelines*.

The MRC In-Game interim guidance update is available at <http://www.mediaratingcouncil.org>, and will be used as part of MRC’s In-Game advertising accreditation assessments until such time as the complete update of the *In-Game Measurement Guidelines* is released.

### **About MRC**

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media 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 as well as other applicable industry measurement guidelines; 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 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

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