



PRESS  
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,  
JULY 2017 THROUGH SEPTEMBER 2017**

New York – October 5, 2017

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from July 2017 through September 2017. 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>

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The MRC has taken the following actions to change the accreditation statuses of audited services in the period from July 1, 2017 through September 30, 2017:

Month	Operating Committee	Service	Action	Notes
July	Digital	Cox Digital COMET (formerly Gamut)	Suspend accreditation	Accreditation suspended for all accredited metrics (desktop) Digital Display Ad Impressions) until compliance with requirements for General Invalid Traffic detection and filtration has been established.
August	Digital	Adform	Grant accreditation	Accreditation granted for Display and Digital Video Served and Viewable Ad Impressions and related viewability metrics, in Desktop, Mobile Web, and Mobile In Application environments.
August	Digital	AdTheorent Barometric Platform	Grant accreditation/ Deny accreditation	Accreditation granted for Display Served Ad Impressions, Clicks, and Click Through Rate (excluding Click Only tracking) in Desktop, Mobile Web and Mobile In Application environments. Accreditation denied for Gross Conversions metric.
August	Radio	Nielsen Audio County Coverage Report	Revoke accreditation	Accreditation revoked for the County Coverage Report (CCR).
September	Digital	AppNexus Console Platform	Suspend accreditation	Accreditation suspended for all accredited metrics (Display Ad Viewable Impressions and related viewability metrics) until compliance with requirements for General Invalid Traffic detection and filtration has been established.

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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