



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
JULY 2013 THROUGH SEPTEMBER 2013**

New York – October 8, 2013

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from July 2013 through September 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>

The MRC Board of Directors has taken the following actions to change the accreditation statuses of audited services in the period from July 1, 2013 through September 30, 2013:

Month	Operating Committee	Service	Action	Notes
August	Digital	Nielsen Online Campaign Ratings (OCR)	Grant accreditation	Continue accreditation of the service, and grant first-time accreditation to OCR's Unique Audience-based GRP estimates.
August	Radio	Arbitron PPM	Grant accreditation	Accreditation newly granted for the following markets: Cleveland, Dallas, Denver, Detroit, Miami, Pittsburgh, Portland and Nassau/Suffolk.
September	Digital	Adobe/Omniture Certified Traffic Report	Revoke accreditation	Opted not to proceed with an audit to continue accreditation of the statistics reported by the service.
September	Digital	LiveRail	Revoke accreditation	Opted not to proceed with an audit to continue accreditation of LiveRail's Digital Video Ad Impressions.
September	Digital	Digital Element NetAcuity	Grant accreditation	Accreditation granted to U.S. vs. Non-U.S. geographic identification data, and to DMA-level data and above within the U.S.
September	Multimedia	Scarborough	Grant accreditation	Accreditation granted to Scarborough's Prime Lingo data delivery tool.

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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