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:

<table>
<thead>
<tr>
<th>Month</th>
<th>Operating Committee</th>
<th>Service</th>
<th>Action</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Month in which the action was officially taken.</strong></td>
<td><strong>The Operating Committee(s) within MRC with primary oversight for this audit.</strong></td>
<td><strong>Measurement Service Research Product for which a change in accreditation status occurred.</strong></td>
<td><strong>Accreditation action taken by MRC.</strong></td>
<td><strong>Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.</strong></td>
</tr>
</tbody>
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**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.

- 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.

- Digital
  - LiveRail
    - Revoke accreditation
    - Opted not to proceed with an audit to continue accreditation of LiveRail’s Digital Video Ad Impressions.

- 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.

- Multimedia
  - Scarborough
    - Grant accreditation
    - Accreditation granted to Scarborough’s Prime Lingo data delivery tool.

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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](http://www.mediaratingcouncil.org/Accredited%20Services.htm)

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