



PRESS  
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,  
JULY 2019 THROUGH SEPTEMBER 2019**

New York – October 8, 2019

The chart below summarizes Media Rating Council accreditation decisions made in the period from July 2019 through September 2019. 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 accreditation decision 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 related to the accreditation of audited services in the period from July 1, 2019 through September 30, 2019:

Month	Operating Committee	Service	Action	Notes
July	Digital	Oracle Contextual Intelligence (a/k/a Grapeshot)	Grant accreditation	Accreditation granted for property-level Ad Verification for the service's digital media contextual content categorization database query processes (Slingshot and Datashot query methods).
July	Digital	Adledge	Revoke accreditation	Accreditation revoked for all metrics reported for the Adledge Advisability platform (change from Hiatus status that was granted in February 2019). Adledge chose to withdraw from the accreditation process.
July	Digital	Nielsen Digital Ad Ratings (DAR): DoubleVerify Viewability integration	Deny accreditation	Accreditation denied for the DAR viewability integration with 3 <sup>rd</sup> party vendor DoubleVerify. Other currently accredited aspects of the Nielsen DAR desktop measurement service remain accredited, inclusive of DAR's viewability integrations with 3 <sup>rd</sup> party vendors Integral Ad Science and Moat.
September	Digital	FreeWheel	Grant accreditation/ Revoke accreditation	Accreditation granted for the MRM platform's Analytics reports for measurement of rendered display and video ad impressions in desktop, mobile web, and mobile in-application environments; and for rendered video ad impressions in OTT environments. Accreditation was revoked for all metrics reported in FreeWheel's Canned reports (the Canned reports are being deprecated by FreeWheel).

September	Digital	Google Campaign Manager Ad Verification	Deny accreditation	Accreditation denied for Ad Verification functions for Google Campaign Manager, as Google chose to withdraw its ad verification functionality from the accreditation process. Campaign Manager remains accredited for other Ad Impressions, Viewability, Clicks, and Sophisticated Invalid Traffic statistics.
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In addition, the following changes occurred to two services' MRC status:

September	Digital	OpenSlate	No longer in process	Subsequent to the completion of an MRC pre-assessment evaluation against the MRC's Brand Safety supplemental guidelines and the MRC's Minimum Standards for Media Ratings Research, OpenSlate chose to withdraw from the accreditation process.
September	Television/ International	HR Media (Mexico)	No longer in process	Subsequent to the completion of an MRC pre-assessment evaluation against the MRC's Minimum Standards for Media Ratings Research, HR Media was withdrawn from the accreditation process.

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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