



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
JULY 2016 THROUGH SEPTEMBER 2016**

New York – October 11, 2016

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from July 2016 through September 2016. 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>

The MRC has taken the following actions to change the accreditation statuses of audited services in the period from July 1, 2016 through September 30, 2016:

Month	Operating Committee	Service	Action	Notes
August	Digital	Google DoubleClick Campaign Manager (DCM)	Grant accreditation	Accreditation granted for desktop digital video Viewable Impressions and related viewability statistics.
September	Digital	Integral Ad Science	Continue accreditation/ Grant accreditation	Accreditation continued for desktop display and video Served Impressions, Viewable Impressions and related viewability statistics, and certain Ad Verification processes; first-time accreditation granted for mobile web and in application (SDK only) display and video Served Impressions, Viewable Impressions and related viewability statistics, and certain Ad Verification processes; and first-time accreditation granted for Sophisticated Invalid Traffic (SIVT) detection for desktop and mobile web traffic.
September	Digital	Google DoubleClick for Publishers (DFP)	Suspend accreditation	Accreditation suspended for mobile web Served Impressions and DFP Active View desktop viewability related statistics (DFP Viewable Impression counts remain accredited), pending resolution of non-compliance issues related to display served impression counts.
September	Digital	Extreme Reach	Revoke accreditation	Accreditation revoked for all metrics (had been in suspended status since June 2016).

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.mediatingcouncil.org/Accredited%20Services.htm.

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