



PRESS
INFORMATION

Contact: George W. Ivie, CEO
212-972-0300
givie@mediaratingcouncil.org

**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JULY 2020 THROUGH SEPTEMBER 2020**

New York – October 13, 2020

The chart below summarizes Media Rating Council accreditation decisions made in the period from July 2020 through September 2020. 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>

The MRC took the following actions related to the accreditation of audited services in the period from July 1, 2020 through September 30, 2020:

Month	Operating Committee	Service	Action	Notes
July	Digital	Integral AdScience	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to accredited metrics in mobile in-application environments. Accreditation continued for display and video served and viewable ad impressions, related viewability metrics, and certain ad verification functions, in desktop, mobile web, and mobile in-application environments; and for SIVT detection and filtration as applied to these metrics in desktop and mobile web environments.
July	Digital	Extreme Reach	Grant accreditation	Accreditation granted for video served ad impressions in desktop and mobile web environments, and for video viewable ad impressions and related viewability metrics, in desktop environments.
July	Digital	Foursquare (formerly Placed) Visits data set	Grant accreditation	Accreditation granted for location information reported in Visits data set.
July	Digital	Protected Media	Grant accreditation/ Continue accreditation	Accreditation granted for video served ad impressions, and for SIVT detection and filtration as applied to these metrics, in Over the Top (OTT) environments (for non-SDK measurement). Accreditation continued for display and video served ad impressions, and for SIVT detection and filtration as applied to these metrics, in desktop, mobile web, and mobile in-application environments.

August	Digital/Radio	Triton Digital Webcast Metrics Local (WCML)	Revoke accreditation	Accreditation revoked for the Webcast Metrics Local (WCML) service (Pandora implementation), which previously was in an accreditation suspension status. The suspension remains in place for Triton's Webcast Metrics (WCM) service.
September	Digital	Nielsen Digital Ad Ratings (DAR)	Moved to Hiatus status	At Nielsen's request, the Digital Ad Ratings (DAR) service was moved from Accredited status to a six-month Hiatus status. The service is not accredited during the hiatus period.
September	Digital	C3 Metrics	Revoke accreditation	Accreditation revoked for all accredited metrics (display served and viewable ad impressions and related viewability metrics in desktop and mobile web environments). C3 Metrics has 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.

###