



**Media Rating
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MRC Update on Nielsen Digital Ad Ratings

New York, NY (December 14, 2021): As part of MRC's recently announced commitment to provide enhanced visibility into the state of various ongoing audit processes, this communication provides an update on the current MRC status of Nielsen's Digital Ad Ratings (DAR) service. DAR, which had been in an accreditation hiatus period from September 2020 to September 2021, is currently undergoing a new MRC audit. At this time, the official MRC status of DAR is "Not Accredited, In Process."

Prior to its hiatus from accreditation, DAR was accredited by MRC for its measurement of desktop display and video Total Gross Rating Points, and for age/sex demographic breakouts for audiences age 13+. The current audit of DAR is being conducted in phases, and will include auditing not only of DAR's previously accredited measurement of desktop activity, but also its measurement of activity from mobile devices and connected TVs (CTV). The first of the new audit's reports, focused on Nielsen's "Snapshot" Identity graph solution, which is now integrated into the DAR product, was delivered in November for the MRC's DAR audit committee's consideration. Reports for additional phases of the DAR audit are scheduled to be delivered throughout the first half of 2022 (and likely into Fall 2022, for certain of the DAR CTV integrations).

Nielsen initially requested a hiatus period for DAR because of changes it planned to make to DAR's measurement methodology in late 2020 and into 2021. This request was granted by MRC. Accreditation hiatus is a formal MRC status designation in which a service is allowed to temporarily step away from audits for up to 12 months to permit certain actions or service improvements to be implemented outside the normal audit and accreditation process.

MRC plans to issue updates on the statuses of other significant in-process audits in which we are engaged over the coming weeks and months, and additional updates on Nielsen DAR as events warrant.

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About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.

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