



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
2012 YEAR-TO-DATE**

New York – November 19, 2012

In the first of what will be regular, periodic communications on changes to Media Rating Council accreditation statuses, the chart below summarizes all changes that have occurred since January 2012.

The format of this report is as follows:

Month	Operating Committee	Service	Action	Notes
<i>Month in 2012 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 Research 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 Board of Directors has taken the following actions to change the accreditation statuses of audited services in the period from January 1, 2012 through October 31, 2012:

Month	Operating Committee	Service	Action	Notes
January	Radio	Arbitron PPM	Revoke accreditation	Revocation of Accreditation for the following markets: Cleveland, Portland, Riverside, Salt Lake City, and Tampa.
January	Digital	Auditude (Adobe)	Grant accreditation	For Digital Video Ad Impressions
January	Digital	Visible Measures	Grant accreditation	For Impressions, View Period, Engagement Score, and Completion Rate
April	Digital	Videology	Grant accreditation	For Digital Video Ad Impressions
April	Digital	Yahoo! APT	Continue / Grant	Continue Accreditation of the Display Ad Impressions; First-time Accreditation of the Digital Video and Rich Media Ad Impressions
May	Digital	Telemetry	Grant accreditation	For Digital Video Ad Impressions
July	Digital	comScore vCE (Validation Component)	Grant accreditation	Accreditation applies to vCE Validation component only; vCE Audience component currently in process.
July	Radio	Arbitron PPM	Grant accreditation	Accreditation for the following markets: Riverside, Los Angeles, Tampa, Baltimore, and San Antonio.
August	Digital	Markit On Demand	Grant accreditation	For Display and Rich Media Ad Impressions
September	Digital	Vindico	Continue / Grant	Continue Accreditation for Digital Video Ad Impressions; First-time Accreditation for Display Ad Impressions
October	Digital	Adap.tv	Grant accreditation	For Display and Digital Video Ad Impressions

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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