



Media Rating
Council, Inc.



MRC Contact: George Ivie givie@mediaratingcouncil.org
CMAC Contact: Peggy Wang peggywang@china-mac.org

PRESS
INFORMATION

STATEMENT REGARDING INITIATING AUDIT PROCESSES IN CHINA

AdMaster, Miaozen and Nielsen have entered an MRC Accreditation Process with participation of the CMAC

New York, Beijing – September 12, 2017: Media Rating Council (MRC) and the China Media Assessment Council (CMAC) today announced that they are cooperating to jointly execute auditing processes for three digital audience measurement services that have applied for MRC accreditation in China (in alphabetical order): AdMaster TrackMaster, Miaozen AdMonitor, and Nielsen Digital Ad Ratings (DAR).

MRC is a U.S. based media industry association that establishes measurement standards and administers an audit and accreditation process for measurement vendors based on compliance with applicable industry standards. CMAC is a newly formed media industry oversight association in China that was created to perform a similar function in that market as MRC does in the U.S. and elsewhere. Because these auditing processes are new to China, MRC will be leading and administering the accreditation process at the outset for the three measurement services in China, but more specific responsibilities will be transitioned to CMAC over time, as subsequent audits are conducted and more experience is gained.

Initial Accreditation Proceedings:

Earlier in 2017, MRC completed pre-assessments and information technology control evaluations of AdMaster TrackMaster, Miaozen AdMonitor, and Nielsen DAR. A pre-assessment involves detailed discussions and documentation reviews of a service's processes. Its purpose is to help identify in advance potential deviations from the standards it will be required to meet in a full-scope audit. Detailed testing and verification of the systems is not conducted in a pre-assessment.

The results of these pre-assessments were shared in recent meetings with members of MRC's International and Digital Committees and the CMAC Technical Committee, as well as reviewed with the measurement services.

The three services have each committed to undergo a full-scope audit to be conducted by independent certified public accountants engaged by MRC. These are scheduled to commence in September and continue through the end of 2017. Upon their completion, the audits will have covered all significant aspects of each service's measurement methodology to assess whether each complies with MRC's *Minimum Standards for Media Rating Research* and other applicable

U.S. and China digital measurement standards. Review sessions are planned in early 2018 with MRC's International and Digital Committees and CMAC's Technical Committee, and accreditation will be considered for each service (independently) at that time.

Selection of Initially Considered Services:

AdMaster TrackMaster, Miaozen AdMonitor and Nielsen DAR were selected as initial accreditation candidates because they have existing products with capabilities to produce in-target demographic-based gross rating points, based on viewable impressions that are filtered for invalid traffic. While not all of these capabilities are widely used in China at the present time, they are considered to be important future directions in the maturity of digital measurements.

These three initial accreditation proceedings will form the basis for important process and logistical learning in China and potentially will enable expansion of accreditation processes of MRC and CMAC to a wider group of vendor applicants at a later date.

Further Updates:

MRC and CMAC plan to issue future updates on these accreditation processes in the coming months, as well as updates on further developments in the formation of auditing and accreditation processes specific to the China marketplace.

#####

About the Media Rating Council (MRC):

MRC is a U.S. non-profit industry association established in 1964 composed of leading television, radio, print and digital organizations 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 and other standards MRC produces; and submit to MRC-designed annual 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 over 100 research products are audited by MRC.

About the China Media Assessment Council (CMAC):

China Media Assessment Council (referred to as CMAC) is a China non-profit self-discipline industry association established in August 2016. It was jointly established by Internet advertising technology companies, advertising agencies, advertisers, advertising associations, and aims to use non-state-owned assets, under the principle of voluntary membership, to provide qualification and accreditation to China 3rd party digital media measurement services. CMAC accreditation requirements are consistent with MRC Accreditation Requirements: To disclose to customers all methodological aspects of the service; comply with the MRC Minimum Standards for Media Rating Research and other standards MRC produces; and submit to MRC-designed

annual audits to authenticate and illuminate their procedures. At the same time, the service shall comply with the relevant state regulations and standards of China. CMAC members will actively work with MRC members in the matters of improving the quality of research in the marketplace.