



# STANDARDS AND GUIDELINES SUMMARY

**MISSION: Foster valid, reliable, effective media measurement**

MOST RECENT UPDATE	ORIGINAL ISSUE DATE	MRC STANDARDS & GUIDELINES (hyperlink to document)
Dec 2011	1964	<a href="#">Minimum Standards for Media Rating Research</a>
	May 2009	<a href="#">Click Measurement Guidelines</a>
	Feb 2012	<a href="#">Conduct of Ad Verification Guidelines</a>
	Jun 2012	<a href="#">Multi-Channel Digital Video Data Capture, Accumulation and Procession Guidelines (Return Path Data)</a>
	Aug 2013	<a href="#">Audience Reach Measurement Guidelines</a>
Aug 2015	Jun 2014	<a href="#">Viewable Ad Impression Measurement Guidelines</a>
Jun 2020	Oct 2015	<a href="#">Invalid Traffic Detection and Filtration Guidelines &amp; Addendum</a> <a href="#">Invalid Traffic (IVT 2.0) Detection and Filtration Standards Addendum</a>
	Nov 2015	<a href="#">Social Media Measurement Guidelines</a>
	Jun 2016	<a href="#">Mobile Viewable Ad Impression Measurement Guidelines</a>
		Interim IVT Guidance on:
	Feb 2017	- <a href="#">Front End Invalid Traffic Filtration</a>
	Feb 2017	- <a href="#">‘Human’ Labeling of Metrics Filtered for Invalid Traffic</a>
	Feb 2017	- <a href="#">Invalid Data Center Traffic</a>
	Feb 2017	- <a href="#">IVT Sampling</a>
	Jun 2017	- <a href="#">Mobile In-Application Sophisticated Invalid Traffic</a>
	Mar 2017	<a href="#">Digital Place Based Advertising Measurement Standards</a>
	Mar 2017	<a href="#">Location Based Advertising Measurement Guidelines</a>
Oct 2017	Sep 2004	<a href="#">Desktop Display Impression Measurement Guidelines</a>
Oct 2017	July 2013	<a href="#">Mobile Web Advertising Measurement Guidelines</a>
Oct 2017	July 2013	<a href="#">Mobile Application (In-App) Advertising Measurement Guidelines</a>
	Dec 2017	<a href="#">Digital Audience-Based Measurement Standard</a>
	Jan 2018	<a href="#">Digital Audio Measurement Standards</a> (includes Podcasting)
Jun 2018	May 2006	<a href="#">Digital Video Impression Measurement Guidelines</a>
	Sep 2018	<a href="#">Brand Safety Ad Verification Guidelines</a> – SUPPLEMENT to Conduct of Ad Verification: Enhanced Content Level Context & Brand Safety
	Sep 2019	<a href="#">Cross-Media Measurement Standard</a> : Phase I Video
	Aug 2021	<a href="#">OTT/CTV and SSAI Digital Video Measurement Guidelines</a>
	Sep 2021	<a href="#">Interim In-Game Measurement Guidance</a> – SUPPLEMENT to In-Game Measurement Guidelines (2009)