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Updates on the MRC Accreditation Statuses of Online Audience Measurement Services

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In response to marketplace inquiries, MRC issues the following updates on the accreditation statuses of the comScore and Nielsen online audience measurement products that have been submitted to MRC for accreditation consideration.

comScore:

- **Media Metrix: In process, not accredited.**
- **Video Metrix: In process, not accredited.**

MRC has completed a multiphase audit of comScore's Media Metrix and Video Metrix services, which included audits of the cProxy meter; the enumeration processes; the comScore Large Panel; the Calibration Panel; and the Backend processes. Issues identified in the audit are currently being addressed by comScore, and comScore also continues work on the research plan that was created to run concurrently with the audit process. The accreditation process remains open at present.

- **comScore Direct: Accredited by MRC.**

The comScore Direct service, which provides tag-based census level counts, but has no demographic persons-level component, was accredited by MRC in April 2011 for its Page View metrics. comScore Direct is also used as an input to comScore's Media Metrix 360 hybrid audience measurement service (included as part of the Media Metrix audit noted above), where its census-level data is combined with data from comScore's online panels to produce audience estimates.

- **Validated Campaign Essentials (vCE)**
 - **vCE—Validation component: Accredited by MRC.**
 - **vCE—Audience component: In process, not accredited.**

The Validated Campaign Essentials offering from comScore consists of two separate products, and has been divided into two discrete components for accreditation consideration purposes: the Validation component and the Audience component.

The Validation component of vCE was accredited by MRC in July 2012, and consists of the ad verification functions of the vCE service. vCE—Validation metrics that have been accredited by

MRC include validation of Ad Impressions, Viewable Impressions, Brand Safety, Geotargeting (U.S. vs. non-U.S. only), Non-Human Traffic, and “Engagement” metrics.

An MRC audit of the audience component of vCE, which includes target demographic Unique Viewers, Reach and Frequency metrics, and GRPs for online ad campaigns, has been completed, and the vCE Audience product is currently under consideration for accreditation by the MRC.

Nielsen Online:

- **NetView: In Process, not accredited.**

The Nielsen NetView audit was conducted in multiple phases, and included audits of the NetSight meter, the Enumeration processes, the Megapanel, the Calibration panel, and the Backend processes. All audit phases have been completed and Nielsen is in the process of addressing audit committee concerns. Nielsen has also completed the major elements of a research plan that ran concurrently with the NetView audit and was designed by MRC and Nielsen to address the methodology of the NetView service. The accreditation process remains open at present.

- **Online Campaign Ratings (OCR): Accredited by MRC (Note: OCR verification components not accredited).**

Nielsen’s OCR product was accredited by the MRC in September 2011. Accreditation included OCR’s Unique Cookies metric, as well as Reach and Frequency estimates based on Unique Cookies. Nielsen has submitted the OCR product for Unique Audience, and Reach and Frequency based on Unique Audience, for accreditation consideration with the 2012 audit.

It should be noted that subsequent to OCR’s accreditation by MRC, Nielsen began to offer ad verification services within OCR. These verification services are not accredited by MRC at this time. These additional verification components, which include viewability determination, have been submitted for accreditation consideration.

- **Cross Platform Campaign Ratings (XCR): In process, not accredited.**

Nielsen recently introduced its XCR product, which combines data from its OCR and national TV ratings panel to produce audience estimates for cross platform advertising campaigns. Nielsen has submitted this product to MRC for accreditation consideration. An audit of XCR is currently in process.

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