



PRESS
INFORMATION

Contact: George W. Ivie, CEO
212-972-0300
givie@mediaratingcouncil.org

**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
OCTOBER 2017 THROUGH DECEMBER 2017**

New York – January 8, 2018

The chart below summarizes Media Rating Council accreditation decisions made in the period from October 2017 through December 2017. The format of this report is as follows:

Month	Operating Committee	Service	Action	Notes
<i>Month 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 Product for which accreditation decision 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 has taken the following actions related to the accreditation of audited services in the period from October 1, 2017 through December 31, 2017:

Month	Operating Committee	Service	Action	Notes
October	Digital	Hulu	Grant accreditation	Accreditation granted for Display, Video and Rich Media Served Ad Impressions in desktop, mobile web, and mobile in-application environments.
October	Digital	Freewheel	Deny accreditation	Accreditation denied to impression metrics reported through Monetization Rights Management Analytics (MRMA) platform.
October	Digital	Meetrics	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration in desktop and mobile web environments; Accreditation granted for Served and Viewable Display and Video Ad Impressions in mobile web and mobile in application environments; Accreditation continued for Served and Viewable Display and Video Ad Impressions in desktop environments.
November	Digital	Flashtalking	Grant accreditation/ Continue accreditation	Accreditation granted for Served Display and Rich Media Ad Impressions in mobile web and mobile in application environments; Accreditation continued for Served Display and Rich Media Ad Impressions, and Viewable Display Ad Impressions in desktop environments.

November	Print/ Television/ Radio/ Digital	Simmons National Consumer Study	Deny accreditation	Accreditation denied to National Consumer Study (NCS), including National Hispanic Consumer Study component. NCS previously had been accredited from 2005 until accreditation was revoked in 2014. This most recent decision was the first review of NCS since 2014.
December	Digital	comScore Validated Campaign Essentials	Grant accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration in mobile in-application environments.
December	Digital	DoubleVerify	Grant accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration in mobile in-application environments.

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.mediaratingcouncil.org/Accredited%20Services.htm.

###