



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

Tel: (212) 972-0300
Fax: (212) 972-2786
www.mediaratingcouncil.org

PRESS
INFORMATION

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

MRC Applauds the Introduction of IAB's SafeFrame 1.0 Specification

*SafeFrame Release Seen as Important Step in Moving Digital Advertising
to a Currency Based on Viewable Impressions*

New York – April 15, 2013

The Media Rating Council (MRC) today expressed its strong support for the Interactive Advertising Bureau's (IAB) release of its SafeFrame 1.0 technology specification, saying that the introduction of SafeFrame represents "a key milestone event" in the online industry's path to the introduction of a viewable impression-based currency for digital brand advertising.

MRC CEO and Executive Director George W. Ivie, speaking at an IAB-hosted event and webinar on the Making Measurement Make Sense (3MS) initiative, declared that, "With the introduction and forthcoming widespread adoption of SafeFrame, a major obstacle to the adoption of a viewable impression currency—that being the difficulties inherent for many measurers in determining the viewable status of impressions that appear in iFrames—is alleviated considerably," said Mr. Ivie. "MRC believes this makes the viability of moving to a viewable impression currency something that can happen in a matter of months."

IAB's SafeFrame 1.0 specification is a protocol that allows for a line of communication to exist between publisher web page content and external content, such as display ads, that appear in iFrames within the page. This capability means that, among its other attributes, SafeFrame offers a mechanism to support the measurement of viewability for digital advertising, which is a key concept promoted by 3MS and supported by MRC.

Mr. Ivie added, "Now, as the industry works through the implementation of SafeFrame, most of the pieces will be in place to support the transition to a viewable impression currency metric by the end of this year. We believe this transition is on track, and, accordingly, MRC soon will be updating its guidance to the industry on the status of transitioning to viewable impressions, and the timelines we anticipate for it."

About MRC

The Media Rating Council is a non-profit industry association established in 1964 comprised of leading television, radio, print and internet companies, 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* as well as other applicable industry measurement guidelines; and submit to MRC-designed 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 approximately 80 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.

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