



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JANUARY 2021 THROUGH MARCH 2021**

New York – April 20, 2021

The chart below summarizes Media Rating Council accreditation decisions made in the period from January 2021 through March 2021. 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 took the following actions related to the accreditation of audited services in the period from January 1, 2021 through March 31, 2021:

Month	Operating Committee	Service	Action	Notes
January	Digital	Google YouTube	Grant accreditation	Accreditation granted for YouTube Content-Level Brand Safety processes for video served ads sold through Google Ads, DV360, and YouTube Reserve, including standard/skippable in-stream, in-stream select and bumper ads (and excluding video discovery, masthead, YouTube Kids, non-YouTube and Live Stream).
January	Digital	HUMAN (formerly White Ops)	Grant accreditation	Accreditation granted for Advertising Integrity Service's post-bid functionality (formerly the White Ops FraudSensor service) for Display Tracked Ads and Video Impressions, filtered for GIVT and SIVT, in OTT environments. Accreditation granted for pre-bid functionality (formerly the White Ops MediaGuard service) GIVT and SIVT requests within OTT environments.
February	Digital	Facebook Ads	Grant accreditation/ Continue accreditation Grant accreditation	Accreditation granted for display served ad impressions for Facebook Lite (Android) placements in mobile in-application environments. Accreditation continued for display served ad impressions for Facebook Newsfeed and Right Column placements in desktop, mobile web, and mobile in-application environments. Accreditation granted for SIVT detection and filtration as applied to all the above metrics.

February	Digital	Instagram Ads	Grant accreditation/ Continue accreditation/ Grant accreditation	<p>Accreditation granted for display served ad impressions for Instagram Stories placements in mobile in-application environments.</p> <p>Accreditation continued for display served ad impressions for Instagram Newsfeed placements in mobile in-application environments.</p> <p>Accreditation granted for SIVT detection and filtration as applied to all the above metrics.</p>
March	Digital	Oracle Moat	Grant accreditation	Accreditation granted for video served ad impressions in OTT environments.
March	Digital	Oracle Moat	Grant accreditation	Accreditation granted for display and video served and viewable ad impressions reported from Facebook/Instagram 3 rd party data integration.
March	Digital	Oracle Contextual Intelligence	Grant accreditation	Accreditation granted for a suite of Contextual Intelligence ad verification metrics related to property-level brand safety measurements, and for Moat Brand Analytics metrics reported by Oracle Contextual Intelligence keyword segments, as reported through the Moat Brand Analytics platform.
March	Digital	Pinterest	Deny accreditation	<p>Accreditation denied for 1st party video metrics, including video ad impressions, viewable video ad impressions, and related viewability metrics, and for video clicks, in mobile in-application environments. Measurement of video ad impressions was determined not to meet or exceed industry standards for ad delivery, and was therefore deemed non-compliant.</p> <p>Pinterest remains in process for accreditation consideration of 1st party display ad impressions and clicks in desktop, mobile web, and mobile in-application environments.</p>

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.