



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
APRIL 2017 THROUGH JUNE 2017**

New York – July 6, 2017

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from April 2017 through June 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 a change in accreditation status 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 to change the accreditation statuses of audited services in the period from April 1, 2017 through June 30, 2017:

Month	Operating Committee	Service	Action	Notes
April	Digital	Cox Digital COMET (formerly Gamut)	Revoke accreditation	Accreditation revoked for Clicks; COMET chose to withdraw this metric from the accreditation process.
May	Digital	Microsoft Bing	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) processes as applied to Clicks; accreditation continued for Clicks.
June	Digital	Adloox	Grant accreditation	Accreditation granted for Desktop Digital Video Viewable Impressions and related viewability metrics, Mobile Web Served Display Ad Impressions, and Sophisticated Invalid Traffic (SIVT) processes as applied to mobile web traffic.
June	Digital	Medialets	Revoke accreditation	Accreditation revoked for all accredited metrics (Mobile Web and Mobile In-Application Display, Video, and Rich Media Served Ad Impressions and Clicks); Medialets (now mPlatform) chose to withdraw from the accreditation process.
June	Digital	Pixalate	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) processes as applied to Desktop and Mobile Web traffic, and for Mobile Web Display Served Ad Impressions; accreditation continued for Desktop Display Viewable Impressions and related viewability metrics.

Month	Operating Committee	Service	Action	Notes
June	Digital	RealVu	Grant accreditation/ Continue accreditation	Accreditation granted for Mobile Web Display Viewable Impressions and related viewability metrics; accreditation continued for Desktop Display Viewable Impressions and related viewability metrics.
June	Digital	WebSpectator	Accreditation Hiatus	Accreditation hiatus status granted upon WebSpectator's request. Hiatus period runs for six months, during which time WebSpectator is not accredited by MRC.

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.

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