



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JULY 2018 THROUGH SEPTEMBER 2018**

New York – October 9, 2018

The chart below summarizes Media Rating Council accreditation decisions made in the period from July 2018 through September 2018. 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 July 1, 2018 through September 30, 2018:

Month	Operating Committee	Service	Action	Notes
August	Digital	Google Ads (formerly AdWords)	Grant accreditation	Accreditation granted for Sophisticated Invalid Traffic Filtration of Video Viewable Ad Impressions and related viewability metrics applied in mobile in-application environments.
August	Digital	Google Display & Video 360 (formerly DBM)	Grant accreditation	Accreditation granted for Served and Viewable Display and Video Ad Impressions and related viewability metrics in desktop, mobile web and mobile in application environments; Accreditation granted for Clicks in desktop, mobile web and mobile in application environments; Accreditation granted for Rich Media Served Ad Impressions in desktop, mobile web and mobile in application environments.
August	Digital	Microsoft Bing	Grant accreditation/ Continue accreditation	Accreditation granted for Clicks and Sophisticated Invalid Traffic Filtration applied in mobile web environments; Accreditation continued for Clicks and Sophisticated Invalid Traffic Filtration applied in desktop environments.
August	Digital	RealVu	Revoke accreditation	Accreditation revoked for all previously accredited metrics reported; RealVu chose to withdraw from the accreditation process (represents a change from Hiatus status).

September	Digital	Adloox	Grant accreditation/ Continue accreditation	Accreditation granted for Viewable Display Ad Impressions and related viewability metrics in mobile web environments; Accreditation continued for Served and Viewable Display Ad Impressions and related viewability metrics in desktop environments; for Served Display Ad Impressions in mobile web environments; and for Sophisticated Invalid Traffic Filtration applied in desktop and mobile web environments.
September	Digital	Innovid	Grant accreditation/ Continue accreditation	Accreditation granted for Viewable Video Ad Impressions and related viewability metrics in mobile web and mobile in application environments; Accreditation granted for Served Video Ad Impressions in Over the Top (OTT) environments; Accreditation continued for Viewable Video Ad Impressions and related viewability metrics in desktop environments, and for Served Companion Display Ad Impressions in desktop and mobile web environments.
September	Digital	Markit Digital	Revoke accreditation	Accreditation revoked for all previously accredited metrics reported; Markit Digital chose to withdraw from the accreditation process.

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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