



MRC Announces 90-Day Extension to Grace Period for Adoption of “Begin to Render” Requirements for Measurement of Digital Display Served Ad Impressions

MRC Accredited Services Now Required to be in Compliance as of January 31, 2019

New York, NY (October 30, 2018): The MRC today announced an extension to the grace period for MRC accredited digital services to become compliant with the new “Begin to Render” (BTR) requirements for digital display served ad impression measurement. Accredited services will have an additional 90 days in which to become fully compliant with these new provisions of the updated Ad Impression Measurement Guidelines, which were released by MRC and IAB in October 2017 as a result of MRC’s collaboration with the IAB Tech Lab’s Modernizing Measurement Task Force. While the MRC originally announced a one-year grace period for adoption at the time [the Guidelines were released in 2017](#), which was scheduled to expire on October 31, 2018, the extension announced today shifts the deadline for mandatory adoption of the updated guidelines’ requirements to January 31, 2019.

The move to require services to count a “served” ad impression only once the ad begins to render effectively shifts the measurement of served display ad impressions to a later point in the ad serving process. This provides greater assurance to advertisers that the ad was actually delivered to a device, and was not subject to delivery interruptions such as those posed by ad blocking, pre-rendering, or latency effects. It also creates a more appropriate basis for other important ad delivery measures, such as viewable impressions, as well as other analytical metrics that are based on the initial delivery of the ad content, than did the prior requirements for served display ad impression measurement, which allowed for the impression to be counted using either a “count on decision” or a “count on download” criterion. In addition, the change to a BTR requirement for display impressions will align the counting criteria with those for digital video served ad impressions, which have historically employed a BTR measurement requirement.*

MRC Executive Director and CEO George W. Ivie noted, “MRC is extending the deadline for adoption of this important change to served display ad impression counting practices because of the complexities it involves, and to allow some additional time to facilitate an orderly transition. We applaud those accredited measurers who have already made the shift to a “begin to render” based approach, and look forward to the timely completion of this process by all services that are MRC accredited for their served display ad impression measurement.”

The change in requirements will not affect existing viewable impression measurement, except to the extent that denominators used for display ad Viewable Rate and Measured Rate calculations may change accordingly.

In addition to announcing the 90-day extension to the original grace period for the adoption of BTR display served impression measurement, the MRC also noted that over the coming months,

* The requirements for counting a Digital Video served ad impression are met when the first frame of the ad plays, post-buffer—i.e., when the video ad begins to render.

it will be including periodic updates on its web site (www.mediaratingcouncil.org) of the adoption statuses of currently accredited measurers over the interim period, beginning in November. These postings will include updates on whether the service has transitioned to counting display served ad impressions on a BTR basis, and, if so, whether the new counting methodology has been verified by MRC's auditing as yet. Services' adoptions of these new provisions will be a requirement in all MRC digital accreditation audits subsequent to the expiration of the grace period on January 31, 2019.

About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media 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 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.

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