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**MRC Update on Comscore TV Status in MRC Accreditation Process**  
*TV Essentials and StationView Essentials MRC Audits Currently Inactive*

New York, NY (October 31, 2018): The Media Rating Council (MRC) announced today a change in official status for its audits of Comscore's TV Essentials and StationView Essentials products. At the present time, MRC no longer considers the Comscore TV audits to be "in process." Comscore TV's local and national television products are not accredited at the present time.

Comscore TV is redesigning the production system for its local and national TV products. MRC encourages Comscore TV to re-engage as soon as the product redesign has progressed to a point that will allow for the administration and completion of an MRC audit within a reasonable timeframe. Comscore has shared with MRC a timeline for its redesign process, which includes a target completion date for a new MRC audit of November 2019.

Comscore TV (formerly Rentrak) formally entered the MRC accreditation process in 2011 beginning with a pre-assessment of the subset of reports contained within the TV Essentials and StationView Essentials products (the "Services") submitted for accreditation. Following the pre-assessment, and after allowing Comscore TV time to address the pre-assessment findings, MRC conducted a full scope audit examination in 2014, closing the audit in early 2015 with a decision to not accredit the Services. Subsequent activities have since included monitoring and partial scope examinations of Comscore TV's remediation efforts.

MRC will issue further updates on future developments concerning Comscore TV's participation in the MRC accreditation process as events warrant.

**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](http://www.mediaratingcouncil.org).