



PRESS  
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,  
JANUARY 2024 THROUGH MARCH 2024**

New York – April 24, 2024

The chart below summarizes Media Rating Council decisions made in the period from January 2024 through March 2024. 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 to its MRC status occurred.</i>	<i>Formal action taken by MRC.</i>	<i>Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.</i>

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

The MRC took the following actions related to changes to the statuses of audited services in the period from January 1, 2024 through March 31, 2024:

Month	Operating Committee	Service	Action	Notes
March	Digital	Integral Ad Science	Grant accreditation	Accreditation granted for IAS’s 3 <sup>rd</sup> party processing and reporting of Google ADH measurement data from the DV360 and YouTube Reserve services. Accredited metrics include rendered and viewable video ad impressions and related viewability metrics, in desktop, mobile web, and mobile in-application environments, for Google YouTube skippable and non-skippable in-stream ads, standard in-stream ads, in-stream select ads, and bumper ads.
March	Digital	FreeWheel	Grant accreditation/ Continue accreditation/ Deny accreditation	Accreditation granted for display and video tracked ads in desktop, mobile web, and mobile in-application environments; and for FreeWheel’s integration with HUMAN for upfront GIVT and SIVT filtration.  Accreditation continued for display and video rendered ad impressions utilizing FreeWheel’s Ad Manager SDK integrations, and custom integrations, in desktop, mobile web, mobile in-application, and CTV environments.  Accreditation denied for Purchased Traffic metrics, which were withdrawn from the accreditation process.

March	Digital	Criteo	Grant accreditation	Accreditation granted for display rendered ad impressions and clicks in desktop, mobile web, and mobile in-application environments, for On-Site Sponsored Product, Commerce Display, and Standard Banner ads.
March	Digital	Instacart	Grant accreditation	Accreditation granted for rendered and viewable ad impressions and related viewability metrics, clicks, and click-through rate in desktop, mobile web, and mobile in-application environments, for Sponsored Products ads, Display ads, Shoppable Display ads, and Shoppable Video ad placements served on the Instacart Marketplace.
March	Digital	DoubleVerify	Grant/Continue accreditation	<p>Accreditation granted for:</p> <ul style="list-style-type: none"> <li>- Serbo-Croatian language for property-level ad verification at a domain-level within desktop, mobile web, and mobile in-application environments, and Korean and Hindi languages for CTV at an application level.</li> <li>- Video viewable impressions and related viewability metrics within CTV environments, inclusive of SIVT filtration.</li> <li>- Pre-bid decisioning for several product offerings excluding pre-bid Authentic Attention.</li> <li>- DoubleVerify’s transition of all recurring and accredited metrics from the Pinnacle 1.0 User Interface (UI) to the Pinnacle 2.0 UI for first-party measurement and for independent third-party reporting of Meta and Google YouTube data.</li> </ul> <p>Accreditation continued for:</p> <ul style="list-style-type: none"> <li>- Display and video impressions in desktop, mobile web, mobile in-app and CTV environments, inclusive of SIVT filtration</li> <li>- Display and video viewable Impressions and related viewability metrics, GroupM and PMX metrics, video audibility, video completion and quartile, and other ancillary metrics inclusive of SIVT filtration, in desktop, mobile web and mobile in-application environments (inclusive of traffic measured through IAB’s Tech Lab OM SDK)</li> <li>- Property Level ad-verification metrics, including video filtering metrics, in desktop, mobile web, mobile in-app and CTV environments</li> <li>- Video completion-based metrics (including fully on-screen metrics) and quartile metrics in CTV environments, inclusive of SIVT filtration</li> </ul>

				<ul style="list-style-type: none"> <li>- Display and Video Authentic Attention metrics within desktop, mobile web, and mobile in-application</li> <li>- Independent third-party reporting of Meta display and video impressions and viewable impressions and related viewability metrics within desktop, mobile web and mobile in-application (reported Net of GIVT, and specifically for advertising content served to Meta-measured and accredited placements in Facebook and Instagram feeds only)</li> <li>- Independent third-party reporting of YouTube via Google's Ads Data Hub (ADH) measurement data from Google Ads, Display &amp; Video 360 (DV360) and YouTube Reserve services for Google-measured and accredited YouTube video placements (Skippable In-Stream, Non-Skippable In-Stream, Standard In-Stream, In-Stream Select, and Bumper Ads) with respect to video impressions, viewable impressions and related viewability metrics in desktop, mobile web and mobile in-application (reported Net of GIVT).</li> </ul>
			Deny accreditation	Accreditation denied for pre-bid Authentic Attention in desktop, mobile web, and mobile in-application environments.
March	Digital	Oracle Contextual Intelligence	Deny accreditation	<p>Accreditation denied for 37 non-English languages in Contextual Intelligence.</p> <p><i>Oracle's Contextual Intelligence digital media contextual content categorization processes are currently accredited for English language.</i></p>
March	Television	Comscore TV	Grant accreditation	<p>Accreditation granted for National and Local Live and Time-Shifted grid reports for household-level rating and average audience metrics.</p> <p><i>This accreditation excludes reporting of households overlaid with age/gender demographic breaks and households with demographic compositions.</i></p>