



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JANUARY 2018 THROUGH MARCH 2018**

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The chart below summarizes Media Rating Council accreditation decisions made in the period from January 2018 through March 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 January 1, 2018 through March 31, 2018:

Month	Operating Committee	Service	Action	Notes
January	Digital	Cox Digital COMET (formerly Gamut)	Revoke accreditation	Accreditation revoked for all previously accredited metrics (Desktop Display Served Ad Impressions); accreditation had been suspended in July 2017. COMET has withdrawn from the accreditation process.
February	Digital	WebSpectator	Revoke accreditation	Accreditation revoked for all previously accredited metrics (Desktop Display Served and Viewable Ad Impressions and related viewability metrics, Desktop Rich Media Served Ad Impressions, Page Requests, and Real Time Users); WebSpectator had been placed on hiatus status in June 2017, and has formally withdrawn from the accreditation process.
March	Digital	Adloox	Revoke accreditation	Accreditation revoked for Desktop Served and Viewable Video Ad Impressions and related viewability metrics; Adloox withdrew these metrics from the accreditation process. <i>Adloox remains accredited for Viewable Desktop Display Impressions, Desktop and Mobile Web Display Served Impressions and Desktop and Mobile Web Sophisticated Invalid Traffic Detection and Filtration.</i>

Month	Operating Committee	Service	Action	Notes
March	Digital	AppNexus	Revoke accreditation	Accreditation revoked for all previously accredited metrics (Desktop Display Served and Viewable Ad Impressions and related viewability metrics); accreditation had been suspended in September 2017. AppNexus has withdrawn from the accreditation process.
March	Digital	Facebook Ads	Grant accreditation	Accreditation granted to newsfeed Served Ad Impressions in Desktop, Mobile Web, and Mobile In Application environments.
March	Digital	Instagram Ads	Grant accreditation	Accreditation granted to newsfeed Served Ad Impressions in Desktop, Mobile Web, and Mobile In Application environments.

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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