



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
APRIL 2018 THROUGH JUNE 2018**

New York – July 9, 2018

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

Month	Operating Committee	Service	Action	Notes
April	Digital	Adledge	Grant accreditation	Accreditation granted for Viewable Display and Video Ad Impressions and related viewability metrics in desktop and mobile web environments.
April	Digital	FreeWheel MRM Platform	Grant accreditation	Accreditation granted for Served Display and Video Ad Impressions in desktop, mobile web, and mobile in application environments.
April	Digital	Google DFP	Grant accreditation/ Continue accreditation	Accreditation granted for Viewable Display Ad Impressions and related viewability metrics in mobile web and mobile in application environments; Accreditation granted for Viewable Video Ad Impressions and related viewability metrics in desktop, mobile web, and mobile in application environments; Accreditation continued for Viewable Display Ad Impressions and related viewability metrics in desktop environments, and for Served Video Ads in desktop and mobile web environments.
April	Digital	Moat	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration in desktop and mobile web environments; Accreditation continued for Viewable Display and Video Ad Impressions and related viewability metrics in desktop, mobile web, and mobile in application environments.

May	Radio	Nielsen Audio PPM	Grant accreditation/ Revoke accreditation	Accreditation granted to Audio PPM markets of Columbus, Greensboro, Indianapolis, Jacksonville, and Salt Lake City. Accreditation revoked for San Francisco market PPM Audio service.
May	Digital	Markit Digital	Grant accreditation	Accreditation granted for Viewable Display Ad Impressions and related viewability metrics in desktop and mobile web environments.
June	Digital	comScore Direct	Revoke accreditation	Accreditation revoked for all previously accredited Traffic Audit Report metrics; comScore has withdrawn the comScore Direct product from the accreditation process.
June	Digital	Google AdWords	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to Clicks in desktop, mobile web, and mobile in application environments, and for SIVT as applied to Viewable Video Ad Impressions in desktop and mobile web; Accreditation granted for Viewable Video Ad Impressions and related viewability metrics in desktop, mobile web, and mobile in application environments; Accreditation continued for Clicks in desktop, mobile web, and mobile in application environments.
June	Digital	Google DCM	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration in desktop and mobile web environments; Accreditation granted for Clicks and Viewable Display Ad Impressions and related viewability metrics in desktop, mobile web, and mobile in application environments; Accreditation continued for Served Display and Rich Media Impressions in desktop environments, and for Viewable Video Ad Impressions and related viewability metrics in desktop, mobile web, and mobile in application environments.

In addition, the following Board action, which did not change an existing accreditation status, occurred in January:

January	International/ Television	Nielsen/IBOPE Mexico TV	Deny accreditation	Accreditation denied for the Nielsen/IBOPE Mexico Television Audience Measurement service.
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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.mediatingcouncil.org/Accredited%20Services.htm.

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