



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
APRIL 2022 THROUGH JUNE 2022**

New York – July 11, 2022

The chart below summarizes Media Rating Council decisions made in the period from April 2022 through June 2022. 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>

The MRC took the following actions related to the statuses of audited services in the period from April 1, 2022 through June 30, 2022:

Month	Operating Committee	Service	Action	Notes
April	Digital	Comscore Media Metrix	Moved to Hiatus Status	At Comscore’s request, the Media Metrix service was moved from Accredited status to a six-month Hiatus status. The service is not accredited during the hiatus period.
May	Digital	Amazon Sizmek	Continue accreditation/ Revoke accreditation	Accreditation continued for display and video rendered and viewable ad impressions and related viewability metrics in desktop environments; and for display and video rendered ad impressions in mobile web and mobile in-application environments. Accreditation revoked for Uniques and for frequency metrics in desktop environments.
May	Digital	Comscore Validated Campaign Essentials (VCE)	Revoke accreditation	Accreditation revoked for Validated Campaign Essentials’ Validation and Audience 2.0 components. Comscore withdrew VCE from the audit process in advance of the pending deprecation of the VCE service.
May	Digital	Comscore Integrated Viewability Reporting	Revoke accreditation	Accreditation revoked for Comscore’s Facebook/Instagram integrated reporting of Rendered and Viewable Video Ad Impressions, and related viewability metrics. Comscore’s withdrew from the audit process for this integration, which is related to the pending deprecation of the Validated Campaign Essentials validation service.

May	Digital	Protected Media	Grant accreditation/ Continue accreditation	<p>Accreditation granted for display and video viewable ad impressions, inclusive of Sophisticated Invalid Traffic (SIVT) filtration, in desktop, mobile web, and mobile in-application environments.</p> <p>Accreditation continued for display and video rendered ad impressions, inclusive of SIVT filtration, in desktop, mobile web, and mobile in-application environments.</p>
May	Digital	Google Ads	Grant accreditation/ Continue accreditation	<p>Accreditation granted for video rendered ad impressions and “True View” views, inclusive of Sophisticated Invalid Traffic (SIVT) filtration, in Connected TV (CTV) environments, as reported in the Google Ads Video Viewability report.</p> <p>Accreditation continued for Search and Display Clicks, as well as video rendered and viewable ad impressions and related viewability metrics, and “True View” views (each inclusive of SIVT filtration), in desktop, mobile web, and mobile in-application environments, as reported in the Google Ads Video Viewability report.</p>
May	Digital	Google YouTube Reserve	Grant accreditation/ Continue accreditation	<p>Accreditation granted for video rendered ad impressions, inclusive of Sophisticated Invalid Traffic (SIVT) filtration, in Connected TV (CTV) environments, as reported in the YouTube Reserve Video Viewability report.</p> <p>Accreditation continued for video rendered and viewable ad impressions and related viewability metrics, inclusive of SIVT filtration, in desktop, mobile web, and mobile in-application environments, as reported in the YouTube Reserve Video Viewability report.</p>
May	Digital	Google YouTube Brand Safety	Grant accreditation/ Continue accreditation	<p>Accreditation granted for the YouTube Brand Safety error rate, as disclosed in the service’s Description of Methodology.</p> <p>Accreditation continued for Content-Level Brand Safety controls for video ads through Google Ads, DV360, and YouTube Reserve; accredited formats include standard/skippable in-stream, in-stream select, and bumper ads, and exclude video discovery, masthead, YouTube Kids, non-YouTube, and Live Stream ads.</p>
May	Digital	Oracle Moat	Grant accreditation/ Continue accreditation	<p>Accreditation granted for Oracle Moat’s Sophisticated Invalid Traffic detection and filtration (SIVT) of video ad impressions in CTV environments.</p> <p>Accreditation continued for display and video rendered and viewable ad impressions, related viewability metrics, and audio quartiles and interaction metrics, filtered for SIVT, in desktop, mobile web, and mobile in-application environments; and for rendered video ad impressions in CTV environments.</p>

June	Digital	Snapchat	Grant accreditation	Accreditation granted for the Snap platform's 1 st party display and video rendered and viewable ad impressions and related viewability metrics, and for swipe ups, reach, and video duration metrics, in in-application environments.
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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.mediaratingcouncil.org/Accredited%20Services.htm.