



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
APRIL 2023 THROUGH JUNE 2023**

New York – July 14, 2023

The chart below summarizes Media Rating Council decisions made in the period from April 2023 through June 2023. 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.

The MRC took the following actions related to changes to the statuses of audited services in the period from April 1, 2023 through June 30, 2023:

| Month | Operating Committee | Service | Action | Notes |
|-------|---------------------|-------------------------------------|-------------------------|--|
| April | Television | Nielsen National Television Service | Reinstate accreditation | Accreditation reinstated for the Nielsen National Television service , which previously had been suspended in September 2021. Accreditation of Nielsen’s Local Television service remains suspended. |
| May | Digital | Oracle Moat | Grant accreditation | Accreditation granted for the Moat Analytics platform’s measurement integration with Google’s Ads Data Hub (ADH) platform, covering Google Ads, DV360, and YouTube Reserve services for YouTube: Video Rendered Impressions, Viewable Impressions, and related viewability metrics (GIVT only), in desktop, mobile web and mobile in-application environments, for the following YouTube ad placements: Skippable In-Stream Ads, Non-Skippable In-Stream Ads, Standard In-Stream, In-Stream Select and Bumper Ads. Measurements of non-YouTube placements and properties are not included. |
| May | Digital | Integral Ad Science | Grant accreditation | Accreditation granted for Video Tracked Ads, Rendered Impressions, Viewable Impressions and related viewability metrics in CTV environments (accreditation is applicable to certified traffic only). |

| Month | Operating Committee | Service | Action | Notes |
|--------------|----------------------------|--|----------------------|--|
| May | Digital | Google Ad Manager/ Campaign Manager 360/ DV360 | Revoke accreditation | Accreditation revoked for display and video Tracked Ads in desktop, mobile web, and mobile in-application environments. Google chose to withdraw these metrics from the audit process. |