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PRESS
INFORMATION

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MEDIA RATING COUNCIL ACCREDITATION DECISIONS, JULY 2026 THROUGH SEPTEMBER 2026

New York – October 16, 2026

The chart below summarizes Media Rating Council accreditation decisions made in the period from July 2026 through September 2026. 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 an accreditation decision 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. Accreditation letters are now publicly available for all accredited services.

The MRC took the following actions related to audited services in the period from July 1, 2026 through September 30, 2026:

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
July	Digital	Netflix	Grant accreditation	Accreditation granted for: U.S. In-stream Video Impressions (inclusive of QR code) within Desktop, Mobile In-App and Connected TV (CTV) <i>Note: Non-U.S. traffic, live video ads and display pause ads are excluded from this accreditation.</i>
July	Digital	Trivver	Removed from in-process	Originally completed pre-audit on 7/2022. Removed from in-process due to withdrawal from the accreditation process.
September	Radio	Nielsen Audio PPM	Deny accreditation / Revoke accreditation	Accreditation denied for: 18 unaccredited Nielsen Audio PPM markets (listed on MRC's website following this LINK) Accreditation revoked for: Baltimore, Jacksonville, Philadelphia and Pittsburgh Nielsen Audio PPM markets.

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
September	Digital	Meta Facebook and Instagram Ads	Grant accreditation / Revoke accreditation	Accreditation granted for: <u>Ads Manager UI</u> - Display Impressions for IG Reels – Mobile In-app - Display Impressions for Facebook Reels – Mobile Web, Mobile In-app - Video Plays Facebook Feed (inclusive of FB Lite), Facebook Reels (inclusive of FB Lite), Instagram Feed, Instagram Stories – Desktop, Mobile Web, Mobile In-app - Video Plays Facebook In-Stream Reels – Mobile In-App - Video Plays Instagram Reels – Mobile In-App - 2-second Continuous Video Plays Instagram Stories – Desktop, Mobile Web, Mobile In-App <u>1st Party Viewability Report</u> - Video Plays Facebook Reels – Desktop, Mobile Web, Mobile In-App - Video Plays Instagram Reels – Mobile In-App Accreditation revoked for: - Facebook Video Feed metrics, due to deprecation and withdrawal from audit - IG Feed Video Viewability metrics reported in the 1st Party Viewability Report for Desktop and Mobile Web, due to deprecation and withdrawal from audit Accreditation continued for: Display and Video 1P measurement and reporting for various metrics, formats and environments (see details through this LINK)
<i>Services Granted Continued Accreditation (and not reported above)</i>				
July	Digital	Snap	Continue accreditation	Accreditation continued for: Display and Video Impressions, Viewable Impressions and related viewability metrics, Clicks (formally called Swipe Ups), Paid Reach, Video duration-related metrics within the Snap application (specific to Snap Ads)
September	Digital	Protected Media	Continue accreditation	Accreditation continued for: Display and Video Impressions and Viewable Impressions within Desktop, Mobile Web, and Mobile In-App, and Video Impressions within CTV, all inclusive of Sophisticated Invalid Traffic (SIVT) filtration, and reporting of GIVT and SIVT metrics within Desktop, Mobile Web, Mobile In-App and CTV applicable to metrics in scope.
September	Digital	XR	Continue accreditation	Accreditation continued for: Video Impressions and related Video Play metrics within Desktop, Mobile Web, Mobile In-App and CTV