



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JULY 2024 THROUGH SEPTEMBER 2024**

New York – October 11, 2024

The chart below summarizes Media Rating Council decisions made in the period from July 2024 through September 2024. 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 July 1, 2024 through September 30, 2024:

Month	Operating Committee	Service	Action	Notes
September	Digital	XR (formerly Extreme Reach)	Deny accreditation	Accreditation was denied for the initial submission of Viewable Video Impressions and related viewability metrics, following the withdrawal of these metrics by XR from the accreditation process.