



PRESS  
INFORMATION

Contact: George W. Ivie, CEO  
212-972-0300  
[givie@mediaratingcouncil.org](mailto:givie@mediaratingcouncil.org)

**MEDIA RATING COUNCIL ACCREDITATION DECISIONS,  
JANUARY 2026 THROUGH MARCH 2026**

New York – April 17, 2026

The chart below summarizes Media Rating Council accreditation decisions made in the period from January 2026 through March 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](http://www.mediaratingcouncil.org/accreditation). Accreditation letters are now publicly available on our website for all accredited services.

The MRC took the following actions related to audited services in the period from January 1, 2026 through March 31, 2026:

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
January	Digital	IAS Attention Measurement	Removed from in-process	Removed from in-process status due to IAS' lack of intent to engage in third-party audit and the resulting withdrawal from the accreditation process.
January	Digital	IAS In-Game Measurement	Removed from in-process	Removed from in-process status due to IAS' lack of intent to engage in third-party audit and the resulting withdrawal from the accreditation process.
January	Digital	Zefr	Grant accreditation	Accreditation granted for Content-Level Brand Safety and Suitability content labelling and reporting of Google YouTube English-language In-stream YT Video and In-stream YT Music Video content in Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) environments.  <i>*Excluded: Shorts, YouTube TV, Google TV, Masthead, Google Video Partner videos and Volumetric Data</i>

Month	Operating Committee	Service	Action	Notes
January	Digital	Amazon DSP	Grant accreditation	<p>Accreditation granted for:</p> <p>Video Impressions and Clicks and Display and Video Viewable Impressions within Retail, for Desktop, Mobile Web, and Mobile In-App</p> <p>Display Viewable Impressions within IMDb, for Desktop, Mobile Web, and Mobile In-App</p> <p>Display and Video Viewable Impressions within Amazon Publisher Services (APS) and Third-party exchanges (3PX), for Desktop, Mobile Web, and Mobile In-App</p>
			Continue accreditation	<p>Accreditation continued for:</p> <p>Display Impressions and Clicks within O&amp;O supply source, IMDb, APS, and 3PX supply sources within Desktop, Mobile Web and Mobile In-App environments</p> <p>Display Impressions and Clicks within CTV for Fire TV inventory source</p> <p>Video Impressions and Clicks within APS and 3PX supply sources within Desktop, Mobile Web and Mobile In-App.</p>
March	Digital	Google Ads	Grant accreditation	<p>Accreditation granted for YouTube Shorts (Video Campaigns only), specifically for Video Impressions within Desktop, Mobile Web, Mobile In-App environments as reported within the <i>Video Viewability Report (VVR)</i>.</p>
			Continue accreditation	<p>Accreditation continued for:</p> <p>Search Campaign Clicks and Invalid Clicks within Desktop, Mobile Web and Mobile In-App (inclusive of SIVT filtration) as reported in the Google Ads UI across O&amp;O, Google Search Network (GSN) and Google Display Network (GDN).</p> <p>Video Impressions, Invalid Impressions, TrueView Views, and TrueView Invalid Views within Desktop, Mobile Web, Mobile In-App and Connected TV (TV) (inclusive of SIVT filtration), as reported within the <i>VVR</i>. Inclusive of Demand Gen campaigns and reservation buy-ins on Video campaigns, for Skippable In-stream, Non-Skippable In-Stream and Bumper Ads on YouTube and GVP.</p> <p>Video Viewability and related metrics including Invalid viewability metrics (inclusive of SIVT filtration) within Desktop, Mobile Web and Mobile In-App, as reported within the <i>VVR</i>. For Skippable In-stream, Non-Skippable In-Stream and Bumper Ads on YouTube and GVP.</p>

Month	Operating Committee	Service	Action	Notes
March	Digital	Google CM360	Grant accreditation	<p>Accreditation granted for:</p> <p>YouTube &amp; Partners Video Begin-To-Render (BTR) Impressions, TrueView: Views and Viewable Impressions and related viewability metrics within Desktop, Mobile Web, and Mobile In-App environments, inclusive of SIVT filtration for Demand Gen and Programmatic Guaranteed Deal line items.</p> <p>YouTube &amp; Partners Video BTR Impressions, TrueView: Views and Inactive Impressions within CTV for Demand Gen and Programmatic Guaranteed Deal line items.</p> <p>TrueView: Views Interactions – GVP: <i>Counted when a user interacts with a video.</i></p> <p><i>Note: None of the above accreditations represent new metrics, environments, formats or inventory types, but instead, inclusion of measurement of activity associated with these aspects within accredited metrics and reporting.</i></p>
			Continue accreditation	<p>Accreditation continued for:</p> <p>Display and Video BTR Impressions, Clicks and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web, and Mobile In-App</p> <p>Video BTR Impressions and Inactive Impressions within CTV</p> <p><i>Note: Desktop and Mobile Web BTR Impressions and Viewability metrics for Display and Video include SIVT filtration. All other metrics include GIVT</i></p>

Month	Operating Committee	Service	Action	Notes
March	Digital	Google DV360	Grant accreditation	<p>Accreditation granted for:</p> <p>YouTube &amp; Partners campaigns inclusive of Demand Gen and Programmatic Guaranteed Deal line items.</p> <p>TrueView: Views Interactions – GVP: <i>Counted when a user interacts with a video.</i></p> <p><i>Note: None of the above accreditations represent new metrics, environments, formats or inventory types, but instead, inclusion of measurement of activity associated with these aspects within accredited metrics and reporting.</i></p>
			Continue accreditation	<p>Accreditation continued for:</p> <p>Display and Video BTR Impressions, Clicks and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web, and Mobile In-App</p> <p>Video BTR Impressions and Inactive Impressions within CTV</p> <p>YouTube &amp; Partners Video BTR Impressions, TrueView: Views and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web, and Mobile In-App</p> <p>YouTube &amp; Partners Video BTR Impressions and TrueView: Views and Inactive Impressions within CTV</p> <p><i>Note: Desktop and Mobile Web BTR Impressions and Viewability metrics for Display and Video and all metrics for YouTube &amp; Partners video include SIVT filtration. All other metrics include GIVT.</i></p>
March	Digital Out of Home	PatientPoint	Grant accreditation	<p>Accreditation granted for Campaign Delivery Reports (Gold Network) Inclusive of Average Locations, Average Devices, Average HCPs, Total Ad Plays, Percent (%) Open Days Played, Locations, Devices, HCPs, Ad Plays, Play Days, Open Days, Percent (%) Open Days Played</p>
			Continue accreditation	<p>Accreditation continued for Digital Campaign Reports Inclusive of Average Locations, Average Devices, Average HCPs, Total Ad Plays, Percent (%) Open Days Played, Locations, Devices, HCPs, Ad Plays, Play Days, Open Days, Percent (%) Open Days Played</p>
<i>Services Granted Continued Accreditation (and not reported above)</i>				
January	Digital	Google ADH	Continue accreditation	<p>Accreditation continued for:</p> <p>Google’s In-Stream YouTube and GVP video advertising measurement first-party reporting for Desktop, Mobile Web and Mobile Application Auction (Google Ads and DV360) Video Rendered Impressions, TrueView Views, Viewability and IVT</p>

Month	Operating Committee	Service	Action	Notes
				<p>metrics (GIVT and SIVT) included in templated ADH UI/API queries and BigQuery exported reports.</p> <p>Device ID matching mechanism involving joining of Google upstream and non-Google data. Third-party (3P) passthrough reporting generated through templated vendor queries of the ADH platform through ADH API access (excluding reporting of ADH metrics within third-party UIs).</p>
January	Digital	Pinterest	Continue accreditation	Accreditation continued for Pinterest Display Gross and Paid Impressions and Gross and Paid Clicks within Desktop, Mobile Web, Mobile In-App.
March	Print and Data Quality Television Radio Digital Out-of-Home	MRI-Simmons	Continue accreditation	Accreditation continued for the MRI Nielsen IQ services: USA Study, Catalyst systems, and associated Doublebase USA Study.