

420 Lexington Avenue Suite 343 New York, NY 10170 Tel: (212) 972-0300 Fax: (212) 972-2786 www.mediaratingcouncil.org

PRESS INFORMATION Contact: George W. Ivie, CEO 212-972-0300 givie@mediaratingcouncil.org

MEDIA RATING COUNCIL ACCREDITATION UPDATES, APRIL 2024 THROUGH JUNE 2024

New York - July 26, 2024

The chart below summarizes Media Rating Council decisions made in the period from April 2024 through June 2024. The format of this report is as follows:

Month	Operating Committee	Service	Action	Notes
Month in which the action was officially taken.	The Operating Committee(s) within MRC with primary oversight for this audit.	Measurement Service Product for which a change to its MRC status occurred.	Formal action taken by MRC.	Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.

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, 2024 through June 30, 2024:

Month	Operating Committee	Service	Action	Notes
February	Digital	GroundTruth	Revoke accreditation	Accreditation revoked for the Location, Place and Visit Data Set (the "Service") after being in hiatus, due to withdrawal from the MRC accreditation process.
April	Digital	Integral Ad Science	Grant accreditation	Accreditation granted for IAS' SIVT filtration and reporting in CTV environments as applied to Video: Impressions, Viewable Impressions and Viewability related metrics.
April	Radio	Nielsen	Revoke accreditation	Accreditation revoked for the Dallas-Ft. Worth PPM Audio market.
June	Digital	Google	Revoke accreditation	Accreditation was revoked for Google Ads Data Hub (ADH) cookie-matching functionality, due to withdrawal from the accreditation process and planned deprecation of this functionality. Device ID matching functionality remains accredited.
June	Digital	Oracle Contextual Intelligence	Revoke accreditation	Accreditation revoked for the Oracle Contextual Intelligence service due to withdrawal from the accreditation process and planned deprecation of this product.

June	Digital	Oracle Moat	Revoke accreditation	Accreditation revoked for the Oracle Moat Analytics service due to withdrawal from the accreditation process and planned deprecation of this product. Accreditation revoked for Oracle Moat's third- party processing and reporting of Google ADH measurement data due to withdrawal from the accreditation process and planned deprecation of the Oracle Moat Analytics service. Accreditation revoked for Oracle Moat's third- party processing and reporting of Meta measurement data due to withdrawal from the accreditation process and planned deprecation of the Oracle Moat Analytics service.
June	Digital	Pinterest Third-party Oracle Moat Integration	Removed from under review	Removed from under review status due to Oracle Moat's lack of intent to engage in third-party audit and the resulting withdrawal from the accreditation process.
June	Digital	Walmart Third-party Oracle Moat Integration	Removed from under review	Removed from under review status due to Oracle Moat's planned deprecation of this integration and the resulting withdrawal from the accreditation process.