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INFORMATION

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MEDIA RATING COUNCIL ACCREDITATION DECISIONS, APRIL 2025 THROUGH JUNE 2025

New York – July 11, 2025

The chart below summarizes Media Rating Council accreditation decisions made in the period from April 2025 through June 2025. 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 an accreditation decision 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 audited services in the period from April 1, 2025 through June 30, 2025:

Month	Operating Committee	Service	Action	Notes
Services Who Received Accreditation Changes				
April	Digital	LinkedIn	Grant Accreditation Continue accreditation	Accreditation granted of Video Impressions and Clicks (Gross and Net of GIVT) within Desktop, Mobile Web and Mobile In-App for Sponsored Content Ads Accreditation continued for Display Impressions and Clicks (Gross and Net of GIVT) within Desktop, Mobile Web and Mobile In-App for Sponsored Content and Text and Dynamic Ad formats.
May	Digital	Amazon DSP	Grant Accreditation	Accreditation granted of Video Impressions and Clicks (Gross and Net of GIVT) for APS and 3PX supply sources within Desktop, Mobile Web and Mobile In-App, inclusive of ad break position and ad playback initiation type reporting dimensions
May	Television/ Radio	Media Monitors	Revoke accreditation	Accreditation revoked for Media Monitors Television and Radio spot services, due to withdrawal from the accreditation process
June	Digital	Meta	Grant Accreditation	Accreditation granted of Meta's 1P Partner Monetization Policies, Content Monetization Policies and associated Content-level Brand Safety and suitability controls applied to Facebook Feed in Desktop, Mobile Web and Mobile In-App, and Instagram Feed in Mobile In-App as well as the Brand Safety Error Rate

				(BSER) disclosed in the Description of Methodology (DOM)*^ *Accreditation applies to English and Spanish languages only. Accreditation continued for Meta's First-Party (1P) Partner Monetization Policies, Content Monetization Policies and associated content level brand safety and suitability controls applied to Facebook In-stream Video across Desktop, Mobile Web and Mobile In-App**^ ** Accreditation applies to 37 specific languages. ^Misinformation is excluded from accreditation and remains in process of review as Community Notes applied to this category are being assessed.
			Continue accreditation	
Services Granted Continued Accreditation (and not reported above)				
April	Digital	Pixalate	Continue accreditation	Accreditation continued for: • Display Ad Counts (Tracked Ads) for Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) • Display, Video Impressions and Server-side Ad Insertion (SSAI) Video metrics (Gross and Net of GIVT and Total Net of SIVT) within Desktop, Mobile Web, Mobile In-App and CTV • Display Viewable Impressions and related Viewability metrics (Net of GIVT and Total Net of SIVT) within Desktop, Mobile Web, and Mobile In-App
April	Digital	HUMAN	Continue accreditation	Accreditation continued for: • Ad Fraud Sensor Display and Video Tracked Ads and Impressions, decisions and incomplete loads inclusive of GIVT and SIVT detection methods across Desktop, Mobile Web, Mobile In-App and CTV • Ad Fraud Defense GIVT and SIVT requests across Desktop, Mobile Web, Mobile In-App and CTV
April	Digital	PatientPoint	Continue accreditation	Accreditation continued for PatientPoint's Digital Campaign Report
May	Digital	Amazon Sponsored Products	Continue accreditation	Accreditation continued for Display and Search Clicks (reported at a Total level only), inclusive of SIVT filtration
May	Digital	GumGum	Continue accreditation	Accreditation continued for content-level brand safety (text, image, video) and URL level reporting through the Contextual Platform API for English language across Desktop, Mobile Web and CTV on the open web

May	Digital	DoubleVerify	Continue accreditation	Accreditation continued for DoubleVerify's third-party processing and reporting of Google ADH YouTube video impressions, viewable impressions and related metrics filtered for GIVT across Desktop, Mobile Web and Mobile In-App
May	Digital	Google YouTube	Continue accreditation	Accreditation continued for Google's content-level brand safety and suitability processes and controls applied to YouTube in-stream video ad Impressions and Viewability related metrics in the Google Ads, DV360 and YouTube Reserve services across Desktop, Mobile Web and Mobile In-App, as well as the related ASER^^ *^^Accreditation is inclusive of standard/skippable in-stream, in-stream select and bumper ads, and excludes video discovery, masthead, YouTube Kids, non-YouTube and Live Stream.*
June	Digital	Innovid	Continue accreditation	Accreditation continued for: • Video Impressions within Desktop, Mobile Web, Mobile In-App and CTV (Gross and Net of GIVT) • Display Impressions and Display Site-Served (DSS) Tracked Ads (Pixel-tag only) within Desktop, Mobile Web and Mobile In-App (Gross and Net of GIVT) • Video Viewable Impressions and related viewability metrics within Desktop, Mobile Web and Mobile In-App (Net of GIVT)
June	Digital	Adform	Continue accreditation	Accreditation continued for Display (including HTML5 creatives) and Video Impressions within Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) as well as Viewable Impressions, related viewability metrics and Custom Viewability metrics within Desktop, Mobile Web, and Mobile In-App