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PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION DECISIONS,
APRIL 2026 THROUGH JUNE 2026**

New York – July 13, 2026

The chart below summarizes Media Rating Council accreditation decisions made in the period from April 2026 through June 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 April 1, 2026 through June 30, 2026:

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
April	Digital	DoubleVerify (DV)	Grant accreditation	Accreditation granted for: (1) Measurement and reporting of Video ads served to TikTok for Impressions, Viewable Impressions and related metrics, filtered for GIVT and SIVT within Mobile In-App <i>*Please note that this submission does not represent consideration of incremental or unique metrics, although TikTok traffic is segregated in reporting from DV's tag-based measurement in the Pinnacle UI.</i> (2) Authentic Attention V4 reporting of the following metrics, inclusive of GIVT and SIVT filtration within Desktop, Mobile Web and Mobile In-App: - Indexed Impressions and Direct-Indexed-Rate - Authentic Attention metrics based on DoubleVerify's Authentic Non-viewable methodology - Authentic Attention metrics based on DoubleVerify's Authentic Modeled methodology

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
			Continue Accreditation	(3) New ad verification languages: - Hebrew, Kannada, Malayalam, Marathi and Telugu for Domain/Mobile App level - French for CTV level Accreditation continued for: (1) Tag-Based Measurement and Reporting - Display and Video Impressions and Property Level Ad-Verification metrics within Desktop, Mobile Web, Mobile In-App, CTV - Viewable impressions and related metrics and Authentic Attention metrics (with Authentic Viewable Impressions as the base) within Desktop, Mobile Web, Mobile In-App - Video Viewability across CTV - SIVT filtration within Desktop, Mobile Web, Mobile In-App, CTV (2) Pre-bid Product – various pre-bid segments (3) Third Party Processing and Reporting - Display and Video Impressions, Viewable Impressions and related metrics filtered for GIVT served to the Facebook and Instagram feeds within Desktop, Mobile Web and Mobile In-App. - Google's ADH measurement data for YouTube traffic from the Google Ads, Display & Video 360 (DV360) and YouTube Reserve Services for Video Impressions, Viewable Impressions and related metrics filtered for GIVT within Desktop, Mobile Web and Mobile In-App.
April	Digital	HUMAN	Grant Accreditation Continue Accreditation	Accreditation granted for: Ad Fraud Sensor Display and Video Eligible Impressions, Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App. Accreditation continued for: - Ad Fraud Sensor Display and Video Tracked Ads and Impressions, decisions and incomplete loads, and IVT metrics, including GIVT and SIVT within Desktop, Mobile Web, Mobile In-App and CTV. - Ad Fraud Defense GIVT and SIVT requests within Desktop, Mobile Web, Mobile In-App and CTV.

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
April	Digital	Google (YouTube Brand Safety)	Grant accreditation	Accreditation granted for: Google's Content-level Brand Safety and Suitability (inventory types) processes and controls applied to YouTube Shorts.
			Continue accreditation	Accreditation continued for: Google's Content-level Brand Safety and Suitability (inventory types) processes and controls applied to YouTube in-stream video ads when reporting YouTube digital in-stream video ad Impressions and Viewability related metrics in the Google Ads and DV360 services, and the related "advertiser safety error rate" or ASER disclosed in the YouTube Brand Safety DOM.
May	Digital	Amazon (DSP)	Grant Accreditation	Accreditation granted for: Display Impressions, Clicks and Viewable Impressions within Alexa Connected Devices.
June	Digital, Out-of-Home	CheckedUp	Grant accreditation	Accreditation granted for: Video Ad Plays delivered on Waiting Room devices and reported through CheckedUp's Point of Care Campaign Monthly report and Proof of Play report.
June	Digital	Integral Ad Science (IAS)	Grant accreditation	Accreditation granted for: IAS' Pre-bid Optimization Service for Viewability targeting (Viewability segments) and Invalid Traffic (IVT) avoidance (IP and UA based segments, UA only segments and Fraud IP List) on Display and Video within Desktop, Mobile Web and Mobile In-App.
			Continue accreditation	Accreditation continued for: (1) IAS Campaign Monitor, Firewall and Viewability systems (<i>excluding Ad verification</i>) - Display and Video Tracked Ads, Impressions, Viewable Impressions and related viewability metrics as well as Quality Ads, all inclusive of SIVT within Desktop, Mobile Web, and Mobile In-App. - Connected TV Video Tracked Ads, Impressions, Viewable Impressions and related Viewability metrics and SIVT (for certified applications only) - Display Blocks within Desktop and Mobile Web (2) Third Party Integrations with Google and Meta

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
				- Meta Display and Video Impressions and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App, Net of GIVT <i>Note: For specific placements see accreditation letter for details.</i> - Google's Ads Data Hub (ADH) measurement data from DV360 and YouTube Reserve services for Google YouTube Video Impressions, Viewable Impressions and related viewability metrics within Desktop, Mobile Web and Mobile In-App inclusive of GIVT <i>Note: For specific placements see accreditation letter for details.</i>
June	Radio	Nielsen Audio Diary Service	Hiatus, Unaccredited	Continuous, Condensed and Standard Radio Market Reports (excluding Puerto Rico and previously unaccredited markets), Custom Survey Area Reports and TAPSCAN Web Application previously accredited; Nielsen entered a 6-month Hiatus period effective 6/23/26. During Hiatus, the service is unaudited and unaccredited. Nielsen has committed to resume audit on or before the end of the Hiatus period.
June	Radio	Nielsen Audio Diary Service	Hiatus, Unaccredited	County Coverage Service and Continuous and Condensed Radio Market Reports, for the following markets: - Bryan-College Station, TX - Hudson Valley - Killen-Temple, TX - Odessa-Midland, TX - Portsmouth-Dover-Rochester - Reno - Trenton previously unaccredited and under review, Nielsen entered a 6-month Hiatus period effective 6/23/26. During Hiatus, the service is unaudited and unaccredited. Nielsen has committed to resume audit on or before the end of the Hiatus period.
June	Out of Home	Cuende	Removed from in-process	Originally completed pre-audit on 8/11/21; initial audit reviewed on 3/6/24. Removed from in-process due to service withdrawal from the accreditation process.
June	Television	VideoAmp	Removed from in-process	Originally completed pre-audit on 7/11/24. Removed from in-process status due to VideoAmp's lack of intent to continue the audit, resulting in the withdrawal from the accreditation process.

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
June	Digital, Television	Nielsen One	Removed from in-process	Originally reviewed pre-audit on 7/9/25. Removed from in-process due to planned material methodological changes to the service. As such, the service is formally withdrawn from the accreditation process.
<i>Services Granted Continued Accreditation (and not reported above)</i>				
April	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 SIVT filtration and reporting of GIVT and SIVT metrics within all environments.
May	Digital	LinkedIn	Continue accreditation	Accreditation continued for: Impressions and Clicks served within Sponsored Content and Text and Dynamic Ad placements within Desktop, Mobile Web and Mobile In-App.
May	Digital	Instacart	Continue accreditation	Accreditation continued for: Impressions, Clicks, Click-Through-Rate and Viewable Impressions and related required viewability metrics across Desktop, Mobile Web and Mobile In-App.
June	Digital	Peer 39 (formerly Scope 3 Adloox)	Continue accreditation	Accreditation continued for: Display and Video Tracked Ads, Impressions and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App, with SIVT filtration applied within Desktop and Mobile Web.
June	Digital	Adform	Continue accreditation	Accreditation continued for: Display and Video Impressions within Desktop, Mobile Web, Mobile In-App and CTV as well as Display and Video Viewable Impressions, related Viewability metrics and Custom Viewability metrics within Desktop, Mobile Web, and Mobile In-App.
June	Digital	Amazon (Sponsored Products)	Continue accreditation	Accreditation continued for: Display and Search Clicks within Desktop, Mobile Web and Mobile In-App (reported at a Total level only), inclusive of SIVT filtration.

Month	Operating Committee	Service	Action	Notes
<i>Services Granted Continued Accreditation (and not reported above)</i>				
June	Digital	Innovid	Continue accreditation	Accreditation continued for: • Video Impressions within Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) Gross and Net of General Invalid Traffic (GIVT) • Display Impressions 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 • Display Site-Served (DSS) Tracked Ads (Pixel-tag only) within Desktop, Mobile Web and Mobile In-App Gross and Net of GIVT