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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](http://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 | <b>Accreditation granted for:</b><br><br>(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<br><br><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><br><br>(2) Authentic Attention V4 reporting of the following metrics, inclusive of GIVT and SIVT filtration within Desktop, Mobile Web and Mobile In-App: <ul style="list-style-type: none"><li>Indexed Impressions and Direct-Indexed-Rate</li><li>Authentic Attention metrics based on DoubleVerify's Authentic Non-viewable methodology</li><li>Authentic Attention metrics based on DoubleVerify's Authentic Modeled methodology</li></ul> |

| Month                                              | Operating Committee | Service | Action                                            | Notes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <i>Services Who Received Accreditation Changes</i> |                     |         |                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                    |                     |         | Continue Accreditation                            | <p>(3) New ad verification languages:</p> <ul style="list-style-type: none"> <li>Hebrew, Kannada, Malayalam, Marathi and Telugu for Domain/Mobile App level</li> <li>French for CTV level</li> </ul> <p><b>Accreditation continued for:</b></p> <p>(1) Tag-Based Measurement and Reporting</p> <ul style="list-style-type: none"> <li>Display and Video Impressions and Property Level Ad-Verification metrics within Desktop, Mobile Web, Mobile In-App, CTV</li> <li>Viewable impressions and related metrics and Authentic Attention metrics (with Authentic Viewable Impressions as the base) within Desktop, Mobile Web, Mobile In-App</li> <li>Video Viewability across CTV</li> <li>SIVT filtration within Desktop, Mobile Web, Mobile In-App, CTV</li> </ul> <p>(2) Pre-bid Product – various pre-bid segments</p> <p>(3) Third Party Processing and Reporting</p> <ul style="list-style-type: none"> <li>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.</li> <li>Google's ADH measurement data for YouTube traffic from the Google Ads, Display &amp; 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.</li> </ul> |
| April                                              | Digital             | HUMAN   | Grant Accreditation<br><br>Continue Accreditation | <p><b>Accreditation granted for:</b></p> <p>Ad Fraud Sensor Display and Video Eligible Impressions, Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App.</p> <p><b>Accreditation continued for:</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>Ad Fraud Defense GIVT and SIVT requests within Desktop, Mobile Web, Mobile In-App and CTV.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

| Month                                              | Operating Committee  | Service                          | Action                 | Notes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| <i>Services Who Received Accreditation Changes</i> |                      |                                  |                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| April                                              | Digital              | Google<br>(YouTube Brand Safety) | Grant accreditation    | <p><b>Accreditation granted for:</b></p> <p>Google's Content-level Brand Safety and Suitability (inventory types) processes and controls applied to YouTube Shorts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                    |                      |                                  | Continue accreditation | <p><b>Accreditation continued for:</b></p> <p>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.</p>                                                                                                                                                                                                                                          |
| May                                                | Digital              | Amazon (DSP)                     | Grant Accreditation    | <p><b>Accreditation granted for:</b></p> <p>Display Impressions, Clicks and Viewable Impressions within Alexa Connected Devices.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| June                                               | Digital, Out-of-Home | CheckedUp                        | Grant accreditation    | <p><b>Accreditation granted for:</b></p> <p>Video Ad Plays delivered on Waiting Room devices and reported through CheckedUp's Point of Care Campaign Monthly report and Proof of Play report.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| June                                               | Digital              | Integral Ad Science (IAS)        | Grant accreditation    | <p><b>Accreditation granted for:</b></p> <p>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.</p>                                                                                                                                                                                                                                                                                                                                                             |
|                                                    |                      |                                  | Continue accreditation | <p><b>Accreditation continued for:</b></p> <p>(1) IAS Campaign Monitor, Firewall and Viewability systems (<i>excluding Ad verification</i>)</p> <ul style="list-style-type: none"> <li>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.</li> <li>Connected TV Video Tracked Ads, Impressions, Viewable Impressions and related Viewability metrics and SIVT (for certified applications only)</li> <li>Display Blocks within Desktop and Mobile Web</li> </ul> <p>(2) Third Party Integrations with Google and Meta</p> |

| Month                                              | Operating Committee | Service                     | Action                  | Notes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <i>Services Who Received Accreditation Changes</i> |                     |                             |                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                    |                     |                             |                         | <ul style="list-style-type: none"> <li>Meta Display and Video Impressions and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App, Net of GIVT</li> </ul> <p><i>Note: For specific placements see accreditation letter for details.</i></p> <ul style="list-style-type: none"> <li>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</li> </ul> <p><i>Note: For specific placements see accreditation letter for details.</i></p> |
| 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    | <p>County Coverage Service and Continuous and Condensed Radio Market Reports, for the following markets:</p> <ul style="list-style-type: none"> <li>Bryan-College Station, TX</li> <li>Hudson Valley</li> <li>Killen-Temple, TX</li> <li>Odessa-Midland, TX</li> <li>Portsmouth-Dover-Rochester</li> <li>Reno</li> <li>Trenton</li> </ul> <p>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.</p>                                                                             |
| 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 in 2026, resulting in the withdrawal from the accreditation process. VideoAmp plans to re-assess in 2027.                                                                                                                                                                                                                                                                                                                                                                                                                                   |

| Month                                                                    | Operating Committee | Service                              | Action                  | Notes                                                                                                                                                                                                                                                                               |
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| <i>Services Who Received Accreditation Changes</i>                       |                     |                                      |                         |                                                                                                                                                                                                                                                                                     |
| June                                                                     | Digital, Television | Nielsen One Ads                      | Removed from in-process | 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  | <b>Accreditation continued for:</b><br>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  | <b>Accreditation continued for:</b><br>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  | <b>Accreditation continued for:</b><br>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<br>(formerly Scope 3 Adloox) | Continue accreditation  | <b>Accreditation continued for:</b><br>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  | <b>Accreditation continued for:</b><br>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  | <b>Accreditation continued for:</b><br>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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <i>Services Granted Continued Accreditation (and not reported above)</i> |                     |         |                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| June                                                                     | Digital             | Innovid | Continue accreditation | <b>Accreditation continued for:</b> <ul style="list-style-type: none"> <li>• Video Impressions within Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) Gross and Net of General Invalid Traffic (GIVT)</li> <li>• Display Impressions within Desktop, Mobile Web and Mobile In-App Gross and Net of GIVT</li> <li>• Video Viewable Impressions and related viewability metrics within Desktop, Mobile Web and Mobile In-App Net of GIVT</li> <li>• Display Site-Served (DSS) Tracked Ads (Pixel-tag only) within Desktop, Mobile Web and Mobile In-App Gross and Net of GIVT</li> </ul> |