



PRESS
INFORMATION

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

**MEDIA RATING COUNCIL ACCREDITATION DECISIONS,
OCTOBER 2024 THROUGH DECEMBER 2024**

New York – February 13, 2025

The chart below summarizes Media Rating Council accreditation decisions made in the period from October 2024 through December 2024. 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.

The MRC took the following actions related to audited services in the period from October 1, 2024 through December 31, 2024:

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
October/ November	Radio	Nielsen Audio	Hiatus Deny accreditation Continue accreditation	Six-month hiatus granted to Nielsen Audio People Meter (PPM) for the Houston market. During this period, the Houston market is unaccredited. Accreditation denied for all currently unaccredited Audio PPM markets. Accreditation continued for the Nielsen Audio PPM service in 28 currently accredited markets for audio monthly estimates and average quarter hour-based estimates via PPM Analysis Tool (PPM AT) and TAPSAN Web.
October	Television	Nielsen IBOPE Mexico (NIM)	Revoke accreditation	Accreditation revoked of formerly suspended NIM People Meter service, due to withdrawal from the MRC accreditation process.

December	Television	Nielsen Television	Continue accreditation	<p>Approve the integration of first-party (1P) streaming data used for Prime Video's Thursday Night Football into Nielsen's National Television Audience Measurement (TAM) Panel Service subject to disclosure limitations established by Nielsen.</p> <p>Accreditation continued for the Nielsen National TAM Panel service.</p>
<i>Services Granted Continued Accreditation (and not reported above)</i>				
October	Digital	XR (formerly Extreme Reach)	Continue accreditation	Accreditation continued for desktop, mobile web, mobile in-app and Connected TV (CTV) video impressions and related video play metrics.
October	Digital	Google Ad Manager	Continue accreditation	<p>Accreditation continued for:</p> <ul style="list-style-type: none"> • Display, rich media, video begin-to-render (BTR) impressions and viewable impressions as well as related viewability metrics within desktop, mobile web, mobile in-app (net of general invalid traffic (GIVT)). • Video BTR impressions and inactive impressions within CTV (net of GIVT). • Video auto-play and click-to-play metrics within desktop, mobile web, mobile in-app and CTV.
October	Digital	Epsilon	Continue accreditation	Accreditation continued for display and video impressions and correlated outcomes (online and offline) across desktop, mobile web and mobile in-app environments (gross and net of GIVT).
October	Digital	DoubleVerify	Continue accreditation	Accreditation continued for DoubleVerify's tag-based measurement and reporting, pre-bid decisioning metrics, and third-party processing and reporting of accredited Meta metrics.
October	Digital	Hulu	Continue accreditation	Accreditation continued for display, video and rich media impressions and video completions in desktop, mobile in-app and CTV.
December	Television	iSpot.tv	Continue accreditation	Accreditation continued for Media Measurement Ad Occurrence Service for national ad airings within national broadcast and cable network programming.