



## **MEDIA RATING COUNCIL ISSUES OUT-OF-HOME MEASUREMENT STANDARDS FOR PUBLIC COMMENT PERIOD**

*Document Now Available for Review*

**NEW YORK – NOVEMBER 17, 2023** – Today, the [Media Rating Council](http://www.mediaratingcouncil.org) (MRC) announced the release of a draft version of its Out-of-Home (OOH) Measurement Standards for public review and commentary. The 30-day public comment period extends through December 18, 2023.

These Standards aim to establish a detailed set of methods and common practices for entities that measure OOH media audiences and related metrics activity. They also are intended to:

- Establish and document sound and minimally acceptable practices of measurement.
- Improve practices and disclosures used by practitioners.
- Provide education to users of OOH measurement data across the various constituencies of the industry.

All vendors seeking MRC accreditation for OOH media measurement processes will be assessed against the Standards.

“Out-of-Home is a long-standing, trusted medium for delivering advertising, and these Standards have been developed to aid measurement of Out-of-Home as well as assist brands in consistently assessing exposures and other metrics from these investments,” said George Ivie, CEO and Executive Director at MRC. “The MRC is committed to promulgating standards for high quality measurement, for the benefit of all constituencies in the media and advertising industries, and we have sought to be consistent where possible with other MRC standards in this Out-of-Home effort. An additional phase of this work is planned, covering certain audience metrics and we look forward to that process.”

The OOH Measurement Standards establish definitions and a set of baseline metrics applicable to all forms of OOH. Additionally, the Standards are designed to facilitate cross-media comparability, establish minimum disclosure requirements, and provide guidance on reporting and independent auditing.

The project included the participation of a large group of organizations that included media advertising buyers and sellers, industry trade associations, measurement practitioners, auditing organizations, as well as others.

During the 30-day public commentary period, interested parties can visit ([MRC OOH Standards Draft for Public Comment](#)) and provide commentary or suggested revisions via email. Revisions made as a result of these comments will be considered by the MRC prior to the release of the final version of the Standards. Please email all commentary or suggested revisions to MRC at [mrcstandards@mediaratingcouncil.org](mailto:mrcstandards@mediaratingcouncil.org).

For more information, please visit [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

### About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC *Minimum Standards for Media Rating Research* as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

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