



PRESS  
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,  
OCTOBER 2023 THROUGH DECEMBER 2023**

New York – January 8, 2024

The chart below summarizes Media Rating Council decisions made in the period from October 2023 through December 2023. 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 a change to its MRC status 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>

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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).

The MRC took the following actions related to changes to the statuses of audited services in the period from October 1, 2023 through December 31, 2023:

Month	Operating Committee	Service	Action	Notes
November	Digital	Method MI	Revoke accreditation	Accreditation revoked for Method MI's reporting of Rendered Display Ad Impressions, which had previously been in accreditation hiatus status. Method MI has withdrawn from the audit process.
November	Digital	Amazon Ad Server	Revoke accreditation	Accreditation revoked for Amazon Ad Server (formerly Sizmek). Amazon withdrew the service from the audit process in advance of its pending deprecation.