



PRESS  
INFORMATION

Contact: George W. Ivie, CEO  
212-972-0300  
[givie@mediaratingcouncil.org](mailto:givie@mediaratingcouncil.org)

**MEDIA RATING COUNCIL ACCREDITATION UPDATES,  
JANUARY 2023 THROUGH MARCH 2023**

New York – April 25, 2023

The chart below summarizes Media Rating Council decisions made in the period from January 2023 through March 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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The MRC took the following actions related to changes to the statuses of audited services in the period from January 1, 2023 through March 31, 2023:

Month	Operating Committee	Service	Action	Notes
January	Digital	Adform	Grant accreditation/ Continue accreditation	Accreditation granted for display and video rendered ad impressions in CTV environments.  Accreditation continued for display and video rendered and viewable ad impressions and related viewability metrics, and custom viewability metrics, in in desktop, mobile web, and mobile in-application environments.
January	Digital	Adloox	Grant accreditation/ Continue accreditation	Accreditation granted for Adloox’s decision rate metric in desktop and mobile web environments.  Accreditation continued for display and video tracked ads, rendered and viewable ad impressions and related viewability metrics, and exposure metrics, as well as Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to these metrics, in desktop and mobile web environments.
January	Digital	Amazon DSP	Grant accreditation	Accreditation granted for Amazon Advertising’s first-party measurement and reporting of the Demand-Side Platform display ad rendered impressions and clicks, in desktop, mobile web, and mobile in-application environments, served to external web/app publishers enrolled in the Amazon Publisher Services program and the IMDb Owned and Operated property as reported in the Industry Standard Report.

January	Digital	GumGum	Grant accreditation/ Continue accreditation/ Deny accreditation	<p>Accreditation granted for the measurement and reporting of Content-Level classification (text, image, video) and URL level reporting through the Verity API in CTV environments (English language only).</p> <p>Accreditation continued for the measurement and reporting of Content-Level classification (text, image, video) and URL level reporting through the Verity API in desktop and mobile web environments (English language only).</p> <p>Accreditation denied for the measurement and reporting of Content-Level classification (text, image, video) and URL level reporting through the Verity API in mobile in-application environments.</p>
March	Digital/ Print/ Radio/ Television	MRI-Simmons	Grant accreditation/ Continue accreditation	<p>Accreditation granted for the Simmons Insights platform.</p> <p>Accreditation continued for the MRI-Simmons USA study, including the Doublebase USA report and the MEMRI application.</p>
March	Digital	Facebook Instant Articles	Revoke accreditation	<p>Accreditation revoked for Meta's Partner Monetization Policies, Content Monetization Policies and associated Content-Level Brand Safety and Suitability controls (inclusive of Inventory Filter and Placement Opt-out controls) applied to Facebook Instant Articles. The Instant Articles service is being deprecated. Accreditation of the above policies and controls remains in place for Facebook In-Stream Video in desktop, mobile web, and mobile in-application environments.</p>
March	Digital	Comscore Media Metrix	Revoke accreditation	<p>Accreditation revoked for the Media Metrix service, which had been in an accreditation hiatus period since April 2022. Comscore indicated it would not be able to resume an audit of Media Metrix within the 12-month period required of a service on hiatus.</p>

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).