



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
OCTOBER 2022 THROUGH DECEMBER 2022**

New York – January 24, 2023

The chart below summarizes Media Rating Council decisions made in the period from October 2022 through December 2022. 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> |

The MRC took the following actions related to changes to the statuses of audited services in the period from October 1, 2022 through December 31, 2022:

| Month | Operating Committee | Service | Action | Notes |
|----------|---------------------|-----------------|--|--|
| October | Digital | Protected Media | Grant accreditation/ Continue accreditation | Accreditation granted for display and video General Invalid Traffic (GIVT) and Sophisticated Invalid Traffic (SIVT) detection and filtration-specific metrics in desktop, mobile web, and mobile in-application, and for video GIVT and SIVT metrics in CTV. Accreditation continued for display and video rendered and viewable ad impressions and related viewability metrics in desktop, mobile web, and mobile in-application, and for video rendered ad impressions in CTV, filtered for SIVT. |
| October | Digital | Facebook Ads | Grant accreditation | Accreditation granted for Facebook Ads' 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 In-Stream Video and Instant Articles in desktop, mobile web and mobile in-application environments (In-Stream video accreditation applies to 26 languages, while Instant Articles' applies to 8; Facebook feed is excluded from accredited environments). |
| December | Out of Home | Foursquare | Revoke accreditation | Accreditation revoked for Foursquare's Visits data set (accreditation was previously suspended in October 2022). |

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|----------|---------|-----------------------------|---|--|
| December | Digital | Flashtalking | Grant accreditation/ Continue accreditation | <p>Accreditation granted for display and rich media ads requested and rendered ad impressions reported within Device Reports in desktop, mobile web, and mobile in-application environments.</p> <p>Accreditation continued for video ads requested and rendered ad impressions reported within Device Reports in desktop, mobile web, and mobile in-application environments.</p> |
| December | Digital | Google Ad Manager | Grant accreditation/ Continue accreditation/ Deny accreditation | <p>Accreditation granted for rendered video ad impressions in CTV environments, and for auto-play and click-to-play video metrics in desktop, mobile web, mobile in-application, and CTV environments.</p> <p>Accreditation continued for display and video tracked ads, rendered and viewable ad impressions and related viewability metrics, within desktop, mobile web, and mobile in-application environments.</p> <p>Accreditation denied for video tracked ads and ad server inactive tracked ads in CTV environments.</p> |
| December | Digital | Google Campaign Manager 360 | Grant accreditation/ Continue accreditation/ Deny accreditation | <p>Accreditation granted for rendered video ad impressions and inactive rendered ad impressions in CTV environments.</p> <p>Accreditation continued for display, rich media, and video tracked ads, rendered and viewable ad impressions and related viewability metrics (filtered for SIVT), and clicks within desktop, mobile web, and mobile in-application environments.</p> <p>Accreditation denied for video tracked ads in CTV environments.</p> |
| December | Digital | Google DV 360 | Grant accreditation/ Continue accreditation/ Deny accreditation | <p>Accreditation granted for rendered and inactive rendered video ad impressions, and for YouTube and Partners rendered and inactive rendered video ad impressions, and TrueView views, in CTV environments.</p> <p>Accreditation continued for display, rich media, and video (non-YouTube) tracked ads, rendered and viewable ad impressions and related viewability metrics, and clicks within desktop, mobile web, and mobile in-application environments (filtered for SIVT in desktop and mobile web); and for YouTube and Partners first-party reporting of tracked ads, rendered and viewable ad impressions and related viewability metrics, and TrueView views (filtered for SIVT) in desktop, mobile web, and mobile in-application environments.</p> <p>Accreditation denied for video tracked ads, and for YouTube and Partners video tracked ads, in CTV environments.</p> |
| December | Digital | DoubleVerify | Grant accreditation/ Continue accreditation | <p>Accreditation granted for DV's "Authentic Attention" metrics suite in desktop, mobile web, and mobile in-application environments.</p> |

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| | | | | Accreditation continued for a range of various ad counting, viewability, and ad verification measurements. |
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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/Accredited%20Services.htm.