



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
Suite 343  
New York, NY 10170

Tel: (212) 972-0300  
Fax: (212) 972-2786  
[www.mediaratingcouncil.org](http://www.mediaratingcouncil.org)

## **MRC Announces Change to Accreditation Status of Comscore Media Metrix**

New York, NY (April 12, 2023): The Media Rating Council (MRC) today announced that accreditation for Comscore's Media Metrix (MMX) desktop digital audience measurement service has been formally revoked.

MMX entered into an MRC accreditation hiatus period on April 19, 2022, with the expectation that Comscore would re-engage in the accreditation process within 12 months ([see MRC's prior notice dated April 26, 2022 for additional details](#)). Accreditation hiatus is a formal MRC status designation in which a service is allowed to temporarily step away from audits for up to two consecutive six-month periods to permit certain actions or service improvements to be implemented outside the normal audit and accreditation process. The service does not maintain accreditation during a hiatus period.

Comscore recently informed MRC and our Digital Committee that it would not be ready to resume an accreditation audit for the MMX service within the period required by MRC's procedures, nor to begin an audit of its Mobile Metrix (MoMX) service, which Comscore had previously committed to submit in conjunction with an MMX audit resumption. Therefore, accreditation of MMX has been formally revoked (MoMX, which has not been audited to date by MRC, remains not accredited).

Comscore has indicated to MRC its current intention is to re-enter the accreditation process for both MMX and MoMX by early 2024. Additionally, MRC's current audit of Comscore TV, which is in process but not accredited, is unaffected by these developments.

###

### **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).

### **Media Contact**

Bill Daddi  
Daddi Brand Communications  
917-620-3717  
[bill@daddibrand.com](mailto:bill@daddibrand.com)