



PRESS  
INFORMATION

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

**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,  
OCTOBER 2016 THROUGH DECEMBER 2016**

New York – January 4, 2017

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from October 2016 through December 2016. 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 in accreditation status occurred.</i>	<i>Accreditation 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 has taken the following actions to change the accreditation statuses of audited services in the period from October 1, 2016 through December 31, 2016:

Month	Operating Committee	Service	Action	Notes
October	Digital	comScore Validated Campaign Essentials (vCE)	Grant accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) processes as applied to desktop and mobile web traffic.
October	Digital	Vindico	Revoke accreditation	Accreditation revoked for all accredited metrics (Served Display and Video Ad Impressions); Vindico chose to withdraw from the accreditation process.
October	Digital	Markit Digital	Accreditation Hiatus	Markit Digital begins a 6-month accreditation hiatus period; Adhesion platform in process of redesign. Service not accredited during hiatus period.
October	Digital	Videology	Suspend accreditation	Accreditation suspended for all accredited metrics (desktop Digital Video Served Ad Impressions) until compliance with requirements for General Invalid Traffic detection and filtration has been established.
November	Digital	Google DoubleClick Campaign Manager (DCM)	Grant accreditation	Accreditation granted for desktop Display Served Ad Impressions, and for Mobile Web and Mobile In Application Digital Video Viewable Impressions and related viewability metrics.
November	Digital	Flashtalking	Grant accreditation	Accreditation granted for desktop Display and Rich Media Served Impressions and Viewable Impressions and related viewability statistics.

<b>Month</b>	<b>Operating Committee</b>	<b>Service</b>	<b>Action</b>	<b>Notes</b>
November	Digital	Nielsen Digital Ad Ratings (DAR)	Continue accreditation / Grant accreditation	Accreditation continued for GRP and Reach/Frequency estimates based on desktop Display Served Ad Impressions, and accreditation granted for GRP and R/F estimates based on desktop Digital Video Served Ad Impressions (both apply only to audiences ages 13+).
December	Radio	Nielsen Audio PPM	Withhold accreditation	Accreditation withheld for the December 2016 report period for the 26 currently accredited PPM markets, pending consideration of additional information related to PPM service outage in Week 1 of the reporting period.
December	Digital	Facebook Atlas	Revoke accreditation	Accreditation revoked for all accredited metrics (Served Display Ad Impressions and Clicks); Atlas platform being deprecated and has been withdrawn from the accreditation process.

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](http://www.mediaratingcouncil.org/Accredited%20Services.htm).

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