



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
OCTOBER 2018 THROUGH DECEMBER 2018**

New York – January 11, 2019

The chart below summarizes Media Rating Council accreditation decisions made in the period from October 2018 through December 2018. 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 accreditation decision 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>

The MRC has taken the following actions related to the accreditation of audited services in the period from October 1, 2018 through December 31, 2018:

Month	Operating Committee	Service	Action	Notes
October	Digital	Extreme Reach	Revoke accreditation	Accreditation revoked for Served Display Ad Impressions and Clicks, and Unique Cookies and Frequency metrics in desktop and mobile web; Extreme Reach has withdrawn these metrics from the accreditation process. Accreditation remains in place for Desktop and Mobile Web Served Video Ad Impressions and Video Play Events, and for Desktop Viewable Video Ad Impressions.
November	Digital	Forensiq	Grant accreditation	Accreditation granted for Served and Viewable Display and Video Ad Impressions and related viewability metrics in desktop and mobile web environments, and for Served Display and Video Ad Impressions in mobile in-application environments; Accreditation granted for Sophisticated Invalid Traffic filtration applied in desktop, mobile web and mobile in-application environments.
November	Digital	Protected Media	Grant accreditation	Accreditation granted for Served and Viewable Display and Video Ad Impressions and related viewability metrics in desktop, mobile web, and mobile in-application environments; Accreditation granted for Sophisticated Invalid Traffic filtration applied in desktop, mobile web and mobile in-application environments.

November	Digital	Pixalate	Grant accreditation/ Continue accreditation	<p>Accreditation granted for Served Display Ad Impressions in mobile in-application environments; accreditation granted for Viewable Display Ad Impressions and related viewability metrics in mobile web and in-application environments; accreditation granted for Served Video Ad Impressions in desktop, mobile web, mobile in-application, and OTT environments; accreditation granted for Sophisticated Invalid Traffic filtration in mobile in-application and OTT environments.</p> <p>Accreditation continued for Served Display Ad Impressions and for Sophisticated Invalid Traffic filtration in desktop and mobile web environments; accreditation continued for Viewable Display Ad Impressions and related viewability metrics in desktop environments.</p>
November	Digital	Meetrics	Revoke accreditation	<p>Accreditation revoked for Viewable Display and Video Ad Impressions and related viewability metrics in mobile in-application environments. Accreditation remains in place for these metrics in desktop and mobile web environments.</p>
November	Digital	Barometric (formerly AdTheorent)	Revoke accreditation	<p>Accreditation revoked for all metrics reported for the Barometric platform (these had previously been in Hiatus status). Barometric chose to withdraw from the accreditation process.</p>
November	Digital	Sizmek MDX Platform	Revoke accreditation	<p>Accreditation revoked for all metrics reported by the Sizmek MDX platform.</p>
December	Digital	Sizmek SAS Platform	Grant accreditation	<p>Accreditation granted for Served Display and Video Ad Impressions in desktop, mobile web, and mobile in-application environments; accreditation granted for Viewable Display and Video Ad Impressions and related viewability metrics, and for Unique Cookies and Frequency metrics, in desktop environments.</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/Accredited%20Services.htm.

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