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## **MRC PRESS INFORMATION**

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### **MRC Announces the Release of Digital Place-Based Audience Measurement Standards**

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Today, Media Rating Council announced the release of its Digital Place-Based Audience Measurement Standards, marking the completion of phase one of a planned two-phased initiative to develop measurement Standards applicable to the broader expanse of digital out-of-home media. These Standards are intended to benefit the media industry by defining a framework upon which syndicated audience measurement products can be developed, and establish a benchmark for auditing. Adherence to these Standards, coupled with a rigorous audit process, will help ensure quality audience measurement of digital place-based media with increased transparency, thereby benefitting the buy-sell process.

The goals and objectives of the Standards include:

- Provide for a consistent set of definitions for key elements of audience measurement
- Recommend minimum disclosures which should be provided to measurement data users
- Provide a clear statement of recommended research operating practices and quality, and describe minimum requirements as well as best practices
- Encourage experimentation and advances to improve audience research quality
- Encourage cross-media comparability as well as comparability across countries

MRC is pleased to have worked with DPAA and a broad array of out-of-home media constituency who contributed toward the development of these Standards, and we look forward to continuing with these efforts during the next phase with the goal of creating a single unified set of Standards applicable to all aspects of digital out-of-home media” said George Ivie, Executive Director and CEO of MRC. “The out-of-home standards efforts are proceeding in conjunction with other development activity underway at MRC with the goal of aiding cross media comparability.

"This is a significant milestone in the evolution of our industry," said Barry Frey, President & CEO of DPAA. "These standards will enhance the quality of audience measurement for our sector, and will open the door for us to provide syndicated, audited audience data to media planners. That, in turn, will enable the planners to consider us on a more level playing field alongside other media."

#### **About Media Rating Council (MRC)**

The MRC is a non-profit industry association established in 1963 composed of leading television, radio, print and Internet 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 and other standards MRC produces; 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 more than 100 research products are audited by the MRC.