



### *The Media Rating Council Issues Initial Findings Of Outcomes Standards Initiative*

New York, NY (March 18, 2021): The Media Rating Council (MRC) today issued a public memorandum summarizing initial findings related to its ongoing project to standardize the measurement of Outcomes resulting from advertising exposure. [The memo can be found here.](#) These preliminary findings will serve to inform the direction of the Outcomes Standards initiative as it moves forward over the coming months.

MRC's Outcomes Standards initiative was publicly announced in June 2020. Over the ensuing months MRC has been conducting interviews among users of outcomes-based data, as well as engaging in other research. This has been conducted to determine key perspectives among industry practitioners on the central issues that most believe should be addressed in the creation of a durable standard that provides significant value in this area.

Based on this research, the memorandum outlines the following initial key learnings:

- There was not consensus by practitioners around a single method by which to measure outcomes. Based on this finding, the MRC is likely to focus on the quality of data used, and disclosures around the capabilities and limitations of the approach used, rather than prescribing any one specific approach in the Outcomes Standard that is currently under development.
- There was broad recognition that the robustness of the underlying data sets used as inputs to outcomes measurement play a critical role in the overall quality of the end results. This finding reinforced the MRC's intent to focus on data quality, and added specificity for key data requirements to be included in the Standard in areas such as data collection methods, data sourcing, data refreshment, and other areas that contribute directly to data quality. Additionally, disclosures related to performance and data reliability are expected to be requirements of the Outcomes Standard.
- Privacy issues are at the forefront of respondents' minds today, and it is clear, as is always the intent in MRC measurement standards, that privacy laws and regulations are to be fully respected in the design and approach of the measurement of Outcomes. MRC will reinforce this concept in the Outcomes Standards. It will also encourage collaboration among key constituents so that Outcomes measurement can be built in a way that respects the privacy rights of consumers both in spirit and in fact, while yielding the insights needed to make informed marketing decisions.
- It was clear from this process that most users view current outcomes measurement as a largely opaque process in need of much greater transparency. The MRC's Outcomes Standard can be expected to include rigorous requirements for methodological and other disclosures to better enable users of the measurements to understand and interpret the end results.

The MRC's Outcomes Standards working group will continue to meet over the coming months to more fully develop a draft document that will be distributed for a public comment period later this year.

For more information on the MRC's Outcomes Standards project, email [staff@mediaratingcouncil.org](mailto:staff@mediaratingcouncil.org).

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### **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.mediaringcouncil.org](http://www.mediaringcouncil.org).

### **Media Contact**

Bill Daddi

Daddi Brand Communications

917-620-3717

[bill@daddibrand.com](mailto:bill@daddibrand.com)