



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
JANUARY 2016 THROUGH MARCH 2016**

New York – April 11, 2016

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from January 2016 through March 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>

The MRC Board of Directors has taken the following actions to change the accreditation statuses of audited services in the period from January 1, 2016 through March 31, 2016:

Month	Operating Committee	Service	Action	Notes
January	Digital	AdYapper	Continue accreditation/ Grant accreditation	Accreditation continued for Desktop Display Viewable Impression measurement; first-time accreditation granted for Desktop Video Viewable Impressions and related viewability metrics.
January	Digital	RealVu	Continue accreditation/ Grant accreditation	Accreditation continued for Desktop Display and Rich Media Viewable Impressions; first-time accreditation granted for related viewability metrics.
January	Digital	comScore Direct	Continue accreditation/ Grant accreditation	Accreditation continued for Desktop measurements; first-time accreditation granted for Mobile Web measurements.
January	Digital	comScore MediaMetrix	Grant accreditation	Accreditation granted for flagship MediaMetrix service (Desktop).
February	Digital	AppNexus Viewability	Grant accreditation	Accreditation granted for Desktop Display Viewable Impressions and related viewability metrics.
March	Digital	PureClick	Revoke accreditation	Accreditation revoked; PureClick opted not to undergo an audit to maintain accreditation.
March	Digital	Celtra	Grant accreditation	Accreditation granted for Display and Rich Media Served Ad Impressions and Engagement metrics (excluding Shakes) in Mobile Web and Mobile In Application environments.

Month	Operating Committee	Service	Action	Notes
March	Digital	AOL	Revoke accreditation	Accreditation revoked; AOL opted not to complete process to continue accreditation of its Served Display and Digital Video Ad Impressions in Desktop environments.
March	Digital	ADTECH	Revoke accreditation	Accreditation revoked; ADTECH opted not to complete process to continue accreditation of its Served Display and Digital Video Ad Impressions and Clicks in Desktop and Mobile Web environments.
March	Digital	Yahoo! Ad Exchange (YAX)	Revoke accreditation	Accreditation revoked; Yahoo! opted not to undergo an audit to maintain YAX accreditation.
March	Digital	Tremor Video	Revoke accreditation	Accreditation revoked; Tremor Video opted not to complete process to continue accreditation of Desktop Video Viewable Impressions and viewability related metrics.
March	Digital	Apple iAd	Revoke accreditation	Accreditation revoked; Apple opted not to undergo an audit to maintain iAd accreditation.
March	Digital	PointRoll	Revoke accreditation	Accreditation revoked; Sizmek (PointRoll's parent co.) opted not to undergo an audit to maintain PointRoll accreditation.

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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