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PRESS  
INFORMATION

## **MRC AND CMAC ANNOUNCE A JOINT MEASUREMENT AGENDA IN CHINA FOR 2019**

***Priorities include completion of audience measurement service assessments and validating vendors performing invalid traffic and fraud filtration in China***

New York, Beijing – April 17, 2019: The Media Rating Council (MRC) and the China Media Assessment Council (CMAC, an independent working unit within the China Advertising Association [CAA]), collectively called “the Associations,” announced today a summary of their continuing agenda to validate and improve digital audience measurement in China. After the completion of a series of meetings in 2018 to review audit findings of the digital audience measurement products of Miaozen, AdMaster and Nielsen, and in-depth discussions of aspects of the China digital marketplace, the Associations established a set of priorities and action plans for 2019.

Key priorities aligned among CMAC, CAA and MRC are as follows:

- Complete the assessment processes over digital audience measurement services of Miaozen and Nielsen (AdMaster’s TrackMaster service was withdrawn from the MRC accreditation process in 2018)
- Promote the development of Industry tools for invalid traffic and fraud filtration such as include and exclude lists, data center threat lists as well as threshold guidance
- Audit and accredit invalid traffic and fraud filtration vendors, concentrating on mobile and in-application environments
- Seek vendors with quality techniques for measurement of other important metrics such as ad impressions, location and ad performance, ad validation and brand safety, and accordingly, seek to validate these vendors
- Validate and facilitate adoption of more standardized measurement techniques such as an open standard SDK, working with other associations
- Conduct regular meetings for the purpose of educating the Industry on measurement, quality and transparency topics
- Working with a joint task force of CMAC and MRC members, move forward new standards for China such as cross-media measurement, and media value metrics. The China standards work stream will be supervised by CAA and the standards will be released under the auspices of CAA/CMAC, after completion of all necessary processes such as public commentary, and these efforts will be supported by MRC and used as further audits evolve in China.

The Associations collectively recognize the importance of building a healthy and sustainable digital advertising environment and have been focused on setting appropriate governance structures to do so; these priorities have been established to further facilitate this process.

The governance vision of the Associations has been to administer audits, seek standards compliance and accreditation of products that measure audiences to digital advertising, which is why Miaozen, AdMaster and Nielsen were initially chosen to move through audits. These audits were completed, with good cooperation from the services, and Miaozen and Nielsen are now addressing findings and working with the Associations to be fully compliant with industry standards. During 2019, audits have been expanded into invalid traffic and fraud filtration vendors, and eventually auditing in China will be further expanded to other measurement metrics such as ad impressions, search, location-based metrics and ad performance metrics.

The overall goal is to transition the responsibility for China measurement governance on a gradual basis from a joint MRC/CMAC function to autonomous CMAC processes, including administering compliance examinations using media-measurement experienced CPAs locally in China. As the priorities specified above move forward, CMAC will assume increasing leadership.

#### Upcoming Joint CMAC/MRC Meetings:

The MRC and CMAC and its members will be coming together in Shanghai, China in April to review audit progress to date, hold education sessions and discuss critical industry issues and priorities. For further information on participating in either CMAC or MRC, please contact the individuals listed above.

#### Further Updates:

MRC and CMAC plan to issue future updates on these accreditation processes and priorities in the coming months, as well as updates on further developments in the formation of auditing and accreditation processes specific to the China marketplace.

#### About the Media Rating Council (MRC):

The Media Rating Council is a U.S. 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.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

#### About the China Media Assessment Council (CMAC):

China Media Assessment Council (referred to as CMAC) is a China non-profit self-discipline industry working unit within the China Advertising Association. It was established in August 2016 comprised of leading Internet advertising technology companies, advertising agencies, advertisers, advertising associations. It aims to use non-state-owned assets, under the principle of voluntary membership, to provide qualification and accreditation to China 3rd party digital media measurement services. CMAC accreditation requirements are consistent with MRC Accreditation Requirements: To disclose to customers all methodological aspects of the service; comply with the MRC Minimum Standards for Media Rating Research and other standards MRC produces; and submit to MRC-designed annual audits to authenticate and illuminate their procedures. At the same time, the service shall comply with the relevant state regulations and standards of China. CMAC members will actively work with MRC members in the matters of improving the quality of research in the marketplace.