



### **MRC Statement: Marketplace Update on the Current Status of the comScore Media Metrix Accreditation Process**

May 6, 2015 -- After the completion of a planned multi-phased audit of comScore's Media Metrix (MMX) online audience measurement service for desktop computer activity, which was done in parallel with an extensive methodological research plan that was executed to support and validate many of the unique aspects of the MMX approach to measurement of online activity, the MRC's comScore MMX audit committee recently considered the accreditation status of the service.

The audit committee views three remaining issues as crucial for comScore to satisfy prior to the committee's consideration of a positive accreditation recommendation for the MMX service.

These involve:

- Providing fuller coverage of Apple Mac computer users in the MMX online panel;
- Making improvements to the enumeration survey response rates and the data that results from the enumeration survey, from which the MMX online universe estimates are created; and
- Concluding the process currently ongoing between comScore and the MRC of validating the method of calibration comScore uses to adjust the results obtained through the MMX online non-probability panel for the potential biases that may result from the non-probability recruitment approach used.

Consequently, while the audit committee believes most aspects of the MMX service to be in substantial compliance with MRC's *Minimum Standards*, in its most recent deliberations, the committee chose to defer making its accreditation decision on the MMX service until no later than November 30, 2015. comScore has presented plans to the audit committee that it believes will satisfactorily address each of the remaining issues within this time frame.

We anticipate the MMX audit committee will meet on or before November 30<sup>th</sup> to consider the accreditation status of the MMX service, and that it will make a recommendation at that time. Then, in accordance with MRC's accreditation procedures, this recommendation will be forwarded to the MRC Digital Operating Committee and the MRC's Board of Directors for ratification voting, after which the accreditation status of MMX will be definitively determined.

The audit committee recognizes that comScore has made many significant improvements to the methodology and performance of the MMX service over the period in which it has been engaged with the MRC, which it would like to publicly acknowledge here. A partial list of these improvements is included on the following page.

## **Partial List of comScore Media Metrix Improvements:**

### Meter:

- Development and introduction of a Mac Meter
- Improvement of meter functionality
- Improved browser coverage

### Enumeration:

- Enumeration process completely re-done
- Quality control over vendor(s) greatly improved
- Cell phone component added
- Response rates and representation improved

### Large Panel:

- Third Party Application Provider (TAP) process management improvements
- TAP process distribution and coverage improvements
- Demographic assignment processes refined
- Implementation of Offer Tracking to better manage response initiatives
- Reduction in panelist survey burden

### Calibration Processes:

- Introduction of KN Panel and subsequent introduction of Census Informed Targets (CIT) calibration approach
- Introduction of hybrid measurement

### Backend Processes:

- Creation of and disclosure of variability estimates (i.e., margin of error estimates)
- Formulation of data reissuance policy
- Creation of Red File processes
- Creation of an overall disclosure policy
- Many client disclosures, including imputation of kids' estimates

### Dictionary:

- Automation of quality control processes
- Dictionary change reports

### Research Plan:

- Support for weighting models
- Support for estimations of variability with a non-probability panel
- Support for home/work de-duplication processes

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