



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
JULY 2014 THROUGH SEPTEMBER 2014**

New York – October 16, 2014

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from July 2014 through September 2014. 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 July 1, 2014 through September 30, 2014:

Month	Operating Committee	Service	Action	Notes
July	Digital	Google DoubleClick for Publishers (DFP)	Grant accreditation	Accreditation granted for Served Display, Digital Video and Rich Media Ad Impressions in Desktop and Mobile Web environments.
August	Various	Simmons National Consumer Study	Revoke accreditation	Accreditation revoked for Simmons National Consumer Study.
September	Digital	Chartbeat	Grant accreditation	Accreditation granted for Served Display and Rich Media Ad Impressions; Viewable Display and Rich Media Ad Impressions and related Viewability metrics; and Unique Cookies.

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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