



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

Tel: (212) 972-0300
Fax: (212) 972-2786
www.mediaratingcouncil.org

PRESS
INFORMATION

Contact: David Gunzerath, SVP/Assoc. Director
dgunzerath@mediaratingcouncil.org

MRC Launches Audit of Twitter Ad Measurement Platform

New York, NY (October 24, 2017) – The Media Rating Council (MRC) announced today that Twitter has formally agreed to submit a set of key measurement metrics for MRC accreditation consideration, and has begun the first phase of the accreditation process.

Twitter is currently engaged in an MRC pre-assessment phase, during which independent CPA auditors are performing an initial review for MRC of Twitter's compliance with applicable industry measurement standards. The results of this pre-assessment then will be used to establish a foundation for the next phase of the MRC's accreditation process, which involves a full audit. The pre-assessment work is expected to be completed in this calendar quarter, after which the MRC audit will commence.

The MRC's audit will cover metrics included in the data feeds Twitter prepares for third-party measurers, as well as its own reporting of certain metrics. It is expected that the ingestion and processing of the Twitter data feeds by the third parties will also be audited separately by MRC, to allow for an end-to-end consideration of Twitter metrics as reported through these third-party environments. The metrics currently in scope for the MRC's audit are Twitter's gross and net Tweet impression counts (including earned impressions), as well as Twitter's measurements of Viewable video impressions, and Tweet sessions and Video sessions (and related duration metrics).

It is currently anticipated that the Twitter audit will be completed in the first half of 2018, at which time the CPAs' audit report will be presented to an MRC audit committee for its accreditation consideration.

MRC is issuing this notice due to the significant marketplace interest that has been expressed in this audit, and plans to issue future updates on the status of the Twitter accreditation engagement as events warrant.

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