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MRC Accreditation Process Status Update: comScore

December 3, 2009

Products Submitted for Audit:

Media Metrix (core reports), Video Metrix, comScore Direct

Official Current MRC Accreditation Status:

In Process

Status Summary:

The comScore Media Metrix audit is utilizing a phased approach, with various aspects of the service considered at different stages of a five-stage audit. To date, the independent CPA conducting this audit has issued reports for audit committee reviews on two of these five stages, which were focused on the comScore metering technology (reviewed by the committee in April 2008), and comScore's enumeration processes (committee review in February 2009). In addition, the CPAs are near completion of a third audit phase, centered on comScore's Large Panel, and a committee review of this audit report is tentatively scheduled for early 2010. It should be noted that over the last year, comScore has made and has planned for a number of significant changes to its methodology, some of which will have an impact on the outstanding audit areas. These remaining audit phases are expected to be completed in 2010.

In addition, the MRC and comScore jointly developed a custom Research Plan to address certain unique or unusual aspects about the comScore methodology that required additional study and/or validation. comScore has addressed some issues in this Plan, but a number of important areas have yet to be completed and will need to be addressed before an accreditation decision can be reached.

Also, in the time since the MRC audit was initiated, comScore's products have evolved and now include services that combine its panel measurement approach with tagging or beaconing measurement approaches, similar to those utilized by census-based measurement organizations, resulting in a hybrid methodology that attempts to combine the best attributes of each measurement approach. comScore has indicated its intention to submit this hybrid product for accreditation, and has submitted its comScore Direct service already, which provides the census-based measures used in the hybrid product. A Pre-Audit of comScore Direct was completed in Q3 2009, and a full audit of comScore Direct has begun and is targeted for completion by early 2010.

Please refer to the following page for additional detail on the current status.

comScore:
Summary of MRC Audit Status as of December 3, 2009

<u>Accreditation Process Tasks</u>	comScore
Pre Audit	Confidential comScore (c/s) Media Metrix Pre-Audit completed and reviewed with MRC Staff.
Audit Scope	Audit scope developed by MRC and Independent CPA firm; approved by comScore. Audit scope was divided into five phases: 1) Enumeration Survey, 2) Calibration Panel, 3) Large Panel, 4) Measurement Technology, and 5) Backend Processes. c/s's Video Metrix product has also been submitted for MRC accreditation.
Research Plan	Multifaceted Research Plan developed with c/s designed to evaluate effectiveness of certain unique or unusual aspects of c/s's measurement methodology. Designed to be completed in parallel with audit process. c/s has completed limited portions of this Research Plan as of 11/09.
<u>Audit Areas:</u>	
Meter Technology	The audit of c/s's meter technology has been completed, and an audit report was reviewed by the audit committee in Q2 2008. Auditing of c/s's new Mac OS meter is scheduled for Q2 2010.
Enumeration Process	An audit of c/s's enumeration process was completed and an audit report was reviewed by the audit committee in Q1 2009.
Calibration Panel	Audit not yet begun. c/s is in process of implementing changes to its calibration panel processes, audit work will commence once these changes are in place.
Large Panel	Audit has been substantially completed, and an audit review committee meeting for this phase has been tentatively scheduled for early 2010.
User Identification Process	Audit not yet begun, scheduled for 2010.
Calibration/ Weighting/ Balancing	Audit not yet begun, scheduled for 2010.
Computations	Audit not yet begun, scheduled for 2010.
Dictionary	Audit not yet begun, scheduled for 2010.
Backend Quality Processes	Audit not yet begun, scheduled for 2010.
Census-Based Measurement	comScore Direct Pre Audit was completed, and a full audit is currently underway.
Census-Panel Hybrid Calculations	Audit not yet begun, scheduled for 2010.
<u>Research Plan Tasks:</u>	
Replication Analyses	Not yet begun, scheduled for 2010.
Completeness of Panel Frame	Work underway.
Panel Tenure Analysis	Not yet begun, scheduled for 2010.
Reconciliation Analysis	Not yet begun, scheduled for 2010.