



PRESS  
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,  
NOVEMBER 2012 THROUGH MARCH 2013**

New York – April 10, 2013

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from November 2012 through March 2013. 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 Research 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>

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The MRC Board of Directors has taken the following actions to change the accreditation statuses of audited services in the period from November 1, 2012 through March 31, 2013:

Month	Operating Committee	Service	Action	Notes
November	Digital	Quantcast Publisher	Revoke accreditation	Quantcast opted to not proceed with an audit to continue Quantcast Publisher's MRC accreditation.
January	Digital	GLAM Media	Continue/Grant accreditation	Continued accreditation of Display Ad Impressions; First-time accreditation of Rich Media Ad Impressions.
January	Digital	Innovid	Grant accreditation	For Display and Digital Video Ad Impressions.
January	Radio	Arbitron PPM	Grant accreditation	Accreditation for the following markets: Charlotte, Chicago, San Diego and San Francisco.
January	Digital	DoubleVerify	Grant accreditation	For its BrandAssure/BrandShield, Ad Assure and ViewAssure services.

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](http://www.mediaratingcouncil.org/Accredited%20Services.htm).

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