



MRC Statement – Media Rating Council Provides a Marketplace Update on the Accreditation Status of Rentrak’s TV Essentials and StationView Essentials Services

March 16, 2015 – The Media Rating Council (MRC) has been engaged in a full scope audit of certain reports within Rentrak's TV Essentials and StationView Essentials products (the Products) for over a year. Rentrak entered the accreditation process in 2011 beginning with a pre-audit evaluation. Rentrak's methodology involves the collection of television return-path data from participating cable, satellite and telco operators, referred to as Multi-channel Video Programming Distributors (MVPDs), which is then calibrated, audience attributed, projected and reported based on proprietary Rentrak processes. This audit proceeding represents Rentrak's initial accreditation application.

This initial audit was completed in late 2014 and closed in early 2015 after an MRC evaluation of the results concluded that the products were not sufficiently compliant with MRC's Standards. Therefore, at this time Rentrak was not accredited and our work with Rentrak is ongoing. It is not unusual for a complex rating service to not pass the initial audit and have the need to make improvements.

Rentrak is demonstrating its intention to follow-through with remediation plans, which were developed with input from the MRC, that are now underway. After the remediation steps are implemented and evaluated by the MRC, Rentrak has further committed to initiating a new audit as soon as possible, which is necessary for MRC to reconsider its accreditation status. MRC and Rentrak expect this second audit to commence prior to the end of this year.

The MRC believes that television return-path data from MVPDs, once adjusted and audience-attributed, can be a viable source for audience ratings presenting opportunities for enhanced granularity and stability. We appreciate Rentrak’s commitment to achieve accreditation of the Products, and we thank Rentrak for its efforts thus far to achieve compliance with the MRC Minimum Standards for Media Rating Research and to providing methodological transparency.