



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

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

Contact: George W. Ivie
Tel: 212-972-0300
givie@mediaratingcouncil.org

MRC Accreditation Process Status Update: Quantcast

December 3, 2009

Products Submitted for Audit:

Quantified Publisher

Official Current MRC Accreditation Status:

In Process

Status Summary:

Quantcast's Quantified Publisher (QP) product is currently under consideration for MRC accreditation. QP is a census-based product that uses a site-side tagging approach to counting, a methodology closer to a census-based ad server than to traditional syndicated audience measurement. Quantcast also offers other products that provide product users with additional audience information, such as demographics. While Quantcast and the MRC have discussed submitting these other products for accreditation in the future, the current audit is limited to the QP product.

The Quantified Publisher audit was completed in early summer 2009, and an MRC audit committee met to review and consider the audit results in August. Currently, the MRC's QP audit remains officially "in process."