



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
OCTOBER 2019 THROUGH DECEMBER 2019**

New York – January 16, 2020

The chart below summarizes Media Rating Council accreditation decisions made in the period from October 2019 through December 2019. 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 Product for which accreditation decision 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>

The MRC took the following actions related to the accreditation of audited services in the period from October 1, 2019 through December 31, 2019:

Month	Operating Committee	Service	Action	Notes
October	Digital	Protected Media	Revoke accreditation	Accreditation revoked for display and video viewable ad impressions and related viewability metrics in desktop, mobile web, and mobile in-application environments. Protected Media chose to withdraw these metrics from audit. Protected Media remains accredited for display and video served ad impressions, and Sophisticated Invalid Traffic filtration, in desktop, mobile web, and mobile in-application environments.
October	Digital	Flashtalking	Grant accreditation/ Continue accreditation	Accreditation granted for display viewable ad impressions and related viewability metrics in mobile web environments. Accreditation continued for display served ad impressions in desktop, mobile web, and mobile in-application environments, and for display viewable ad impressions in desktop environments.
October	Digital	C3 Metrics	Grant accreditation	Accreditation granted for served and viewable display ad impressions and related viewability metrics in desktop and mobile web environments.
October	Digital	Extreme Reach	Revoke accreditation	Accreditation revoked for all metrics reported for the Extreme Reach AdBridge platform.
October	Digital	DoubleVerify	Deny accreditation	Accreditation denied for Vodafone custom video duration metrics. DoubleVerify remains accredited for all other currently accredited metrics.

November	Digital	Hulu	Grant accreditation/ Continue accreditation/ Revoke accreditation	<p>Accreditation granted for display, video, and rich media served ad impressions and video completions in Over the Top (OTT) environments.</p> <p>Accreditation continued for display, video, and rich media served ad impressions and video completions in desktop and mobile in-application environments.</p> <p>Accreditation revoked for rich media completions in desktop and mobile in-application environments; Hulu chose to withdraw these metrics from the audit.</p>
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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.

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