



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JANUARY 2019 THROUGH MARCH 2019**

New York – April 2, 2019

The chart below summarizes Media Rating Council accreditation decisions made in the period from January 2019 through March 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 has taken the following actions related to the accreditation of audited services in the period from January 1, 2019 through March 31, 2019:

Month	Operating Committee	Service	Action	Notes
January	Digital	Acuity Ads (formerly Visible Measures)	Revoke accreditation	Accreditation revoked for all metrics reported for the Acuity Ads Fabric platform and True Reach methodology (change from Hiatus status). Acuity Ads chose to withdraw from the accreditation process.
February	Digital	Oracle Moat	Grant accreditation	Accreditation granted for Sophisticated Invalid Traffic filtration applied in mobile in-application environments.
February	Digital	Adledge	Moved to hiatus status	At Adledge’s request, the service was moved from Accredited status to a six-month Hiatus status. The service is not accredited during the hiatus period.
March	Digital	Sizmek SAS Platform	Grant accreditation	Accreditation granted for Clicks in desktop, mobile web, and mobile in-application environments.
March	TV	Nielsen/IBOPE Mexico	Grant accreditation	Accreditation granted to the Nielsen/IBOPE People Meter Television Audience Measurement Service.
March	Digital	Hulu	Revoke accreditation	Accreditation revoked for Display, Video, and Rich Media Served Ad Impressions in mobile web environments; these metrics were withdrawn from the accreditation process. Hulu remains accredited for these metrics in desktop and mobile in-application environments.

March	Digital	Digital Envoy	Moved to hiatus status	At Digital Envoy's request, the Digital Element NetAcuity service was moved from Accredited status to a six-month Hiatus status. The service is not accredited during the hiatus period.
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In addition, the following change occurred to a service's MRC status:

February	TV, Radio, Print, Digital	Simmons National Consumer Study	No longer in process	Simmons is no longer actively engaged in the accreditation process.
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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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