



PRESS  
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,  
JULY 2015 THROUGH SEPTEMBER 2015**

New York – October 9, 2015

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from July 2015 through September 2015. 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 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 July 1, 2015 through September 30, 2015:

Month	Operating Committee	Service	Action	Notes
July	Digital	comScore vCE-Validation	Grant accreditation	Accreditation granted for Desktop Video Ad Viewable Impression metrics.
July	Digital	AppNexus OAS	Revoke accreditation	Accreditation revoked; AppNexus opted not proceed with an audit to continue accreditation of the OAS ad measurement platform.
August	Print, Radio, Television	Nielsen Scarborough	Revoke accreditation	Accreditation revoked from Scarborough Local Market, National, USA+, and Prime Lingo services.
September	Digital	Videology	Grant accreditation/ Continue accreditation	Accreditation granted for Desktop Display Ad Viewable Impression-related metrics, and accreditation continued for Desktop Display Ad Viewable Impressions, and Desktop and Mobile Web Served Video Ad Impressions.
September	Digital	Visible Measures	Grant accreditation/ Continue accreditation	Accreditation granted for Desktop Video Ad (In Stream only) Viewable Impressions and related metrics, and Desktop Served Display Ad Impressions; accreditation continued for Desktop Served Video Ad Impression, Engagement Score, and True Reach (Platinum Campaigns only).
September	Digital	Microsoft AdExpert	Revoke accreditation	Accreditation revoked; Microsoft opted not to proceed with an audit to continue accreditation of the Ad Expert platform.

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

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