



ARF DASH TV Universe Study Awarded MRC Accreditation

New York, NY (January 20, 2026): The Media Rating Council (MRC) today granted initial accreditation to the ARF DASH TV Universe Study, which provides comprehensive estimates of consumer television footprints across connections, services and devices.

Accreditation indicates that the Service complies with the MRC's *Minimum Standards for Media Rating Research*.

"Universe estimates are industry infrastructure, essential for calibrating viewership data and projecting audiences. DASH provides the industry with an unbiased enumeration standard," says George Ivie, CEO and executive Director of the MRC. "We believe this is an important foundational data set for the industry and appreciate the interest and cooperation of ARF DASH in seeking MRC accreditation to provide independent assessment of their compliance with our Standards."

"Of importance to note," continued Ivie, "this data is very meaningful as it relates to determining behaviors and consumption patterns across media as well as providing valuable insights into viewership trends, device usage and streaming services. The MRC expects that the industry will benefit from having an independent universe estimates provider like DASH and those benefits would apply to television, digital, out of home and other media."

"The media industry has long needed an independent, rigorous and cost-efficient standard for universe estimation. That's a gap the ARF was uniquely positioned to fill," says Scott McDonald, CEO and President of the Advertising Research Foundation. "We owe a great debt to our research partners at NORC and to our licensees across the industry for their technical and financial support of DASH. We thank the MRC and its auditors for their guidance throughout the accreditation process."

The ARF DASH TV Universe Study is a nationally projectable enumeration study of consumer behavior in TV and digital media. DASH records how U.S. households connect to and consume TV, use video-capable digital devices, and interact with and share streaming media and ecommerce accounts. DASH is a syndicated study fielded in partnership with NORC at the University of Chicago, a premier polling firm, and supported by measurement experts at DASH licensees.

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About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC

Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediatingcouncil.org.

Media Contact

Bill Daddi

Daddi Brand Communications

917-620-3717

bill@daddibrand.com