



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
OCTOBER 2021 THROUGH DECEMBER 2021**

New York – January 7, 2022

The chart below summarizes Media Rating Council decisions made in the period from October 2021 through December 2021. 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 to its MRC status occurred.</i>	<i>Formal 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 statuses of audited services in the period from October 1, 2021 through December 31, 2021:

Month	Operating Committee	Service	Action	Notes
November	Digital	Adform	Grant accreditation/ Continue accreditation	Accreditation granted for Display and Video custom Viewable Ad Impressions and related viewability metrics in desktop, mobile web, and mobile in-application environments. Accreditation continued for Display and Video Rendered Ad Impressions, Viewable Ad Impressions, and related viewability metrics in desktop, mobile web, and mobile in-application environments.
November	Digital	Emodo	Deny accreditation	Accreditation denied for Emodo’s location verification service. Emodo withdrew its service from the accreditation process.
November	Digital	Oracle Moat Brand Analytics	Grant accreditation	Accreditation granted for Sophisticated Invalid Traffic detection and filtration for Video Ad Impressions in CTV environments.

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.