PRESS
INFORMATION

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MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES, OCTOBER 2013 THROUGH DECEMBER 2013

New York – January 16, 2014

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from October 2013 through December 2013. The format of this report is as follows:

Month	Operating Committee	Service	Action	Notes
Month in which the action was officially taken.	*The Operating Committee(s) within MRC with primary oversight for this audit.*	*Measurement Service Product for which a change in accreditation status occurred.*	*Accreditation action taken by MRC.*	*Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.*

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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 October 1, 2013 through December 31, 2013:

Month	Operating Committee	Service	Action	Notes
October	Digital	Extreme Reach	Grant accreditation	First-time accreditation granted for Digital Video and Companion Display Ad Impressions, Clicks, Unique Cookies, Frequency, and selected Video Play Events.
October	Digital	ADTECH	Grant accreditation/ Continue accreditation	First-time accreditation granted for Mobile Web Ad Impressions; accreditation continued for Display and Digital Video Ad Impressions.
October	Digital	Markit On Demand	Grant accreditation/ Continue accreditation	First-time accreditation granted for Clicks; accreditation continued for Display and Rich Media Ad Impressions.
November	Digital	Integral Ad Science (Viewability)	Grant accreditation	First-time accreditation granted for the following Viewability Platform Impression statistics: Viewable, Non-Viewable, Measured, Unmeasured, Suspicious, and Total Served.
December	Digital	comScore Validated Campaign Essentials — Validation Component	Grant accreditation	First-time accreditation granted to Unique Cookies and Total 2+ Population GRP (cookie-based) statistics (other vCE—Validation metrics already accredited by MRC).

Month	Operating Committee	Service	Action	Notes
December	Digital	Alenty	Grant accreditation	First-time accreditation granted for the following Viewability Platform statistics: Impressions Served, Visible Impressions, Visibility Rate.
December	Digital	DG Mediamind	Grant accreditation/ Continue accreditation	First-time accreditation granted for Viewable Impressions (Display and Rich Media); accreditation continued for Display, Digital Video, and Rich Media Ad Impressions, Unique Impressions and Average Frequency.
December	Digital	Integral Ad Science (Campaign Monitor and Firewall)	Grant accreditation	First-time accreditation granted for Campaign Monitor and Firewall Ad Verification Products.
December	Digital	Microsoft Ad Expert	Continue accreditation/ Revoke accreditation	Opted not to proceed with an audit to continue accreditation of Rich Internet Application Ad Impressions; accreditation continued for Display Ad Impressions.
December	Digital	Moat	Grant accreditation	First-time accreditation granted for the following Display and In-Stream Video Viewability Platform statistics: Impressions Analyzed, Measureable and Non-Measureable Impressions, In View and Non-In View Impressions, In View and Non-In View Measureable Percentages; and the following statistics for In-Stream Viewability only: One Second, Non-One Second, and Five Second In View Percentages.
December	Digital	WebSpectator for Publishers	Grant accreditation	First-time accreditation granted for the following Viewability Platform statistics: Viewable Impressions, Total GTS, Premium GTS, GTS by Ad Zone, Total Exposure Time.

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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