PRESS
INFORMATION

Contact: George W. Ivie, CEO
212-972-0300
givie@mediaratingcouncil.org

MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES, JANUARY 2017 THROUGH MARCH 2017

New York – April 6, 2017

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from January 2017 through March 2017. 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 has taken the following actions to change the accreditation statuses of audited services in the period from January 1, 2017 through March 31, 2017:

Month	Operating Committee	Service	Action	Notes
January	Digital	comScore Validated Campaign Essentials (vCE)	Grant accreditation	Accreditation granted for Mobile Web and Mobile In-Application Display and Video Viewable Ad Impressions and related viewability metrics.
January	Digital	AdYapper	Revoke accreditation	Accreditation revoked for all accredited metrics (Desktop Display and Video Viewable Ad Impressions and related viewability metrics); AdYapper chose to withdraw from the accreditation process.
January	Digital	Celtra	Suspend accreditation	Accreditation suspended for all accredited metrics until compliance with requirements for General Invalid Traffic detection and filtration has been established.
January	Digital	Celtra	Revoke accreditation	Accreditation revoked for all accredited metrics (Desktop, Mobile Web and Mobile In Application Display and Rich Media Served Ad Impressions; and various engagement metrics); Celtra chose to withdraw from the accreditation process; accreditation had been in suspended status.
January	Digital	Adobe Primetime	Revoke accreditation	Accreditation revoked for all accredited metrics (Desktop and Mobile Web Served Video Ad Impressions); Adobe Primetime chose to withdraw from the accreditation process.

Month	Operating Committee	Service	Action	Notes
January	Digital	Telemetry	Revoke accreditation	Accreditation revoked for all accredited metrics (Desktop, Mobile Web and Mobile In Application Served Video Ad Impressions; Desktop Video Viewable Ad Impressions and related viewability metrics; and various video ad exposure and play metrics); Telemetry chose to withdraw from the accreditation process.
February	Digital	Extreme Reach	Grant accreditation	Accreditation granted for Desktop and Mobile Web Display and Video Served Ad Impressions, Clicks, Viewable Video Ad Impressions and related viewability metrics.
February	Digital	Adloox	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) processes as applied to desktop traffic; accreditation continued for Desktop Display Viewable Ad Impressions and related viewability metrics.
February	Digital/ Television	Nielsen Digital in TV Ratings (dTVR)	Grant accreditation	Accreditation granted for dTVR's estimates of contributions to linear TV ratings from viewing to desktop and mobile devices.
February	Digital	Visible Measures	Grant accreditation/ Continue accreditation	Accreditation granted for Desktop Display and Video Viewable Ad Impressions and related viewability metrics for in-page formats; accreditation continued for Desktop Display and Video Viewable Ad Impressions and related viewability metrics for in-stream formats; Desktop and Mobile Web Display and Video Served Ad Impressions; and for various additional video ad measures.
March	Digital	Google DoubleClick for Publishers (DFP)	Reinstate accreditation	Accreditation reinstated for Mobile Web Served Ad Impressions and DFP ActiveView Desktop viewability related statistics after resolution of prior non-compliance issues; accreditation had been in suspended status.
March	Digital	DoubleVerify	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) processes as applied to desktop and mobile web traffic; for Mobile Web and Mobile In Application (SDK and Certified MRAID) Display and Video Viewable Impressions and related viewability metrics; and for various additional ad verification metrics. Accreditation continued for Desktop Display and Video Viewable Impressions and related viewability metrics, as well as ad verification functions.

Month	Operating Committee	Service	Action	Notes
March	Digital	Nielsen Digital Ad Ratings (DAR)	Grant accreditation	Accreditation granted for DAR's audience estimates for age 13+ demographics based on Viewable Ad Impressions as measured through the DAR/Integral Ad Science and DAR/Moat viewability integrations.
March	Digital	Videology	Revoke accreditation	Accreditation revoked for all accredited metrics (Desktop Video Served Ad Impressions); accreditation had been in suspended status.

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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