



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JANUARY 2020 THROUGH MARCH 2020**

New York – April 13, 2020

The chart below summarizes Media Rating Council accreditation decisions made in the period from January 2020 through March 2020. 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 accreditation decision 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>

The MRC took the following actions related to the accreditation of audited services in the period from January 1, 2020 through March 31, 2020:

Month	Operating Committee	Service	Action	Notes
January	Digital	Digital Envoy	Revoke accreditation	The Digital Element NetAcuity service was moved from Hiatus status to non-accredited. Digital Envoy chose not to proceed with a new audit at the expiration of its previously announced accreditation hiatus period.
February	Digital	Google YouTube Reserve	Grant accreditation	Accreditation granted for video served and viewable ad impressions and related viewability metrics, and for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to these metrics, in desktop, mobile web, and mobile in-application environments.
February	Digital	Google Display & Video 360	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to display and video tracked ads, served (begin to render compliant) and viewable ad impressions and related viewability metrics, and clicks, in desktop and mobile web environments. Accreditation continued for display and video tracked ads, served (begin to render compliant) and viewable ad impressions and related viewability metrics, and clicks, in desktop, mobile web, and mobile in-application environments.

In addition, the following Board action, which did not change an existing accreditation status, occurred in November 2019:

November	International/ Digital	RTBAsia (China)	Deny accreditation	Accreditation denied for display and video served ad impressions in desktop and mobile web environments. RTBAsia remains in process for display and video served ad impressions, and for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to these metrics, in mobile in-application and OTT environments.
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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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