



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JANUARY 2022 THROUGH MARCH 2022**

New York – April 14, 2022

The chart below summarizes Media Rating Council decisions made in the period from January 2022 through March 2022. 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 January 1, 2022 through March 31, 2022:

Month	Operating Committee	Service	Action	Notes
January	Radio/ Digital	Triton Digital Webcast Metrics (WCM)	Revoke accreditation	Accreditation revoked for all previously accredited metrics. Triton Digital chose to withdraw Webcast Metrics from the accreditation process.
March	Digital	Method MI	Moved to Hiatus status	At Method MI's request, the service was moved from Accredited status to a six-month Hiatus status. Method MI is not accredited during the hiatus period.
March	Digital	DoubleVerify	Grant accreditation	Accreditation granted for pre-bid data as contributor to property level ad verification functionality for desktop, mobile web, and mobile in-application environments; and to Sophisticated Invalid Traffic (SIVT) filtration and detection in desktop, mobile web, mobile in-application, and CTV environments.
March	Digital	Amazon Sponsored Products	Grant accreditation	Accreditation granted for 1 st party measurement and reporting of display and search Clicks, inclusive of Sophisticated Invalid Traffic (SIVT) filtration and detection (for Total reporting only, not broken out by environment).
March	Digital	DoubleVerify	Grant accreditation	Accreditation granted for 3 rd party calculation and reporting of YouTube video viewable impressions and related viewability metrics, based on DV's integration with Google Ads Data Hub (ADH), in desktop, mobile web, and mobile in-application 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.mediatingcouncil.org/Accredited%20Services.htm.