PRESS
INFORMATION

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MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES, JANUARY 2015 THROUGH MARCH 2015

New York – April 28, 2015

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from January 2015 through March 2015. 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 January 1, 2015 through March 31, 2015:

Month	Operating Committee	Service	Action	Notes
February	Digital	PureClick	Grant accreditation	Accreditation granted for IAB Valid Clicks, IAB Valid Clicks Resolved, and PureCaptcha Confirmed Clicks metrics.
February	Digital	Yahoo! Right Media	Grant accreditation/ Continue Accreditation	Accreditation granted for Clicks, and accreditation continued for Display Served Ad Impressions metrics.
February	Digital	Google AdWords	Grant accreditation/ Continue Accreditation	Accreditation granted for Mobile Web and In Application Clicks, and accreditation continued for Desktop Clicks metrics.
February	Digital	PointRoll	Grant accreditation	Accreditation granted for specific Reach and Frequency metrics.
February	Digital	WebSpectator	Grant accreditation/ Continue Accreditation	Accreditation continued for range of Desktop Display Ad Viewable Impression metrics, and accreditation granted for additional Desktop Display Ad Viewable Impression-related metrics, as well as Page Views, Unique Cookies, and Real Time Users metrics.
February	Digital	Microsoft AdExpert	Grant accreditation/ Continue Accreditation	Accreditation granted for Desktop Display Ad Viewable Impressions metrics, and accreditation continued for Desktop Served Display Ad Impressions.

Month	Operating Committee	Service	Action	Notes
March	Digital	ADTECH	Grant accreditation/ Continue Accreditation	Accreditation granted for Desktop and Mobile Web Clicks and AdCount metrics, and accreditation continued for Desktop and Mobile Web Served Display and Digital Video Ad Impressions metrics.
March	Digital	Facebook Atlas	Grant accreditation	Accreditation granted for Desktop and Mobile Web Served Display Ad Impressions and Clicks metrics.
March	Digital	Integral AdScience	Grant accreditation/ Continue Accreditation	Accreditation granted for Desktop Digital Video Ad Viewable Impressions and related viewability metrics, and accreditation continued for a range of Brand Safety ad verification metrics.
March	Digital	Tremor Video	Grant accreditation	Accreditation granted for Desktop Digital Video Viewable Ad Impressions and related viewability metrics.
March	Digital	Apple iAd (Workbench platform)	Grant accreditation	Accreditation granted for a mobile in application metrics, including Served Display and Rich Media Ad Impressions, Taps, Conversions, Average Time Spent, Unique Devices, and Unique Device Visits.

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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