



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION STATUS UPDATES,
APRIL 2014 THROUGH JUNE 2014**

New York – July 11, 2014

The chart below summarizes all changes that have occurred to Media Rating Council accreditation statuses in the period from April 2014 through June 2014. 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 in accreditation status 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 Board of Directors has taken the following actions to change the accreditation statuses of audited services in the period from April 1, 2014 through June 30, 2014:

Month	Operating Committee	Service	Action	Notes
April	Digital	AdYapper	Grant accreditation	First-time accreditation granted for Served Display Ad Impressions, Viewable Display Ad Impressions and related Viewability metrics.
April	Digital	Moat	Grant accreditation	First-time accreditation granted for Viewable Video Ad Impressions.
April	Digital	Videology	Grant accreditation/ Continue accreditation	First-time accreditation granted for Viewable Video Ad Impressions and related Viewability metrics; accreditation continued for served Digital Video Ad Impressions.
June	Digital	Telemetry	Grant accreditation/ Continue accreditation	First-time accreditation granted for Viewable Video Ad Impressions and related Viewability metrics; accreditation continued for served Digital Video Ad Impressions.
June	Digital	Yahoo! APT	Grant accreditation	First-time accreditation granted for Viewable Display Ad Impressions and related Viewability metrics.

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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