



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
APRIL 2020 THROUGH JUNE 2020**

New York – July 15, 2020

The chart below summarizes Media Rating Council accreditation decisions made in the period from April 2020 through June 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 April 1, 2020 through June 30, 2020:

Month	Operating Committee	Service	Action	Notes
April	Digital	Adloox	Grant accreditation/ Continue accreditation	Accreditation granted for display and video gross tracked ads in desktop and mobile web environments. Accreditation continued for display and video served impressions, viewable impressions, related viewability metrics, and Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to these metrics, in desktop and mobile web environments.
April	Digital	Pixalate	Grant accreditation/ Continue accreditation	Accreditation granted for display tracked ads and served ad impressions in Over the Top (OTT) environments; for a range of SSAI tracked ads metrics in desktop, mobile web, mobile in-application and OTT environments; and for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to the above. Accreditation continued for display served and viewable ad impressions and related viewability metrics in desktop, mobile web, and mobile in-app; for video tracked ads and served ad impressions in desktop, mobile web, mobile in-app and OTT; and for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to the above.

<p>June</p>	<p>Digital</p>	<p>Impact (formerly Forensiq)</p>	<p>Grant accreditation/ Continue accreditation/ Deny accreditation</p>	<p>Accreditation granted for display and video viewable impressions and related viewability metrics, and Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to these metrics, in mobile in-application (web view only) environments.</p> <p>Accreditation continued for display and video tracked ads and served impressions, viewable impressions, related viewability metrics, and Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to these metrics in desktop, mobile web, and mobile in-application environments.</p> <p>Accreditation denied for video tracked ads in Over the Top (OTT) environments. Impact chose to withdraw this metric from accreditation consideration.</p>
<p>June</p>	<p>TV</p>	<p>Nielsen</p>	<p>Grant accreditation/ Continue accreditation</p>	<p>Accreditation granted for demographic estimates in 19 of 31 Set Meter markets; accreditation continued for Household-level estimates in these markets.</p> <p>Accreditation continued for 25 Local People Meter markets.</p> <p>Accreditation continued for National People Meter service.</p>

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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