



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
APRIL 2021 THROUGH JUNE 2021**

New York – July 15, 2021

The chart below summarizes Media Rating Council accreditation decisions made in the period from April 2021 through June 2021. 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, 2021 through June 30, 2021:

Month	Operating Committee	Service	Action	Notes
April	Digital	Miaozhen Systems (China)	Deny accreditation	Accreditation denied for Display Tracked Ads, Rendered Impressions, Clicks, and GRPs in desktop and mobile web environments. Miaozhen remains in process for Display Tracked Ads, Rendered Impressions, Clicks, and GRPs in mobile in-application environments; for Video Tracked Ads, Rendered Impressions, Viewable Impressions, Clicks, and GRPs in desktop, mobile web, and mobile in-application environments; and for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to the above.
April	Digital	Digital Ad Ratings (China)	Deny accreditation	Accreditation denied for Display and Video Rendered Ad Impressions and related GRP metrics in desktop, mobile web, mobile in-application and Over the Top (OTT) environments.
April	Digital	RTBAsia (China)	Deny accreditation	Accreditation denied for submitted metrics in OTT environments. RTBAsia remains in process for Display and Video Rendered Impressions and SIVT detection and filtration in mobile in-application environments.
April	Digital	Conversant	Grant accreditation	Accreditation granted for Correlated Outcomes metric (i.e., a measure of correlation, not causality, between ads and subsequent actions).

April	Digital	Comscore	Grant accreditation	Accreditation granted for Comscore's Facebook/Instagram integrated reporting of Rendered and Viewable Video Ad Impressions, and related viewability metrics, for Facebook Newsfeed Video ads in mobile web and mobile in-application environments; and for Instagram Newsfeed Video ads in mobile in-application environments.
April	Digital	CHEQ	Revoke accreditation	Accreditation revoked for property-level ad verification metrics. CHEQ withdrew these metrics from the accreditation process.
May	Digital	Impact Tech (formerly Forensiq)	Revoke accreditation	Accreditation revoked for all previously accredited metrics. Impact Tech had been in accreditation hiatus, and subsequently withdrew from the accreditation process.
May	Digital	CHEQ	Revoke accreditation	Accreditation revoked for all remaining accredited metrics. CHEQ has withdrawn from the accreditation process.
June	Digital	DoubleVerify	Grant accreditation/ Continue accreditation	Accreditation granted for On Screen metrics in OTT environments, and for Video Filtering metrics in desktop, mobile web, mobile in-application, and OTT environments. Accreditation continued for currently accredited metrics, including Rendered Impressions in desktop, mobile web, mobile in-application and OTT environments; and Viewable Impressions and related viewability metrics, and property-level ad verification functions in desktop, mobile web, and mobile in-application environments.
June	Digital	GumGum	Grant accreditation	Accreditation granted to Verity service for contextual analysis, brand safety and brand suitability for content-level text/image classification and video image classification for the English language in desktop and mobile web 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.mediaratingcouncil.org/Accredited%20Services.htm.