PRESS
INFORMATION

Contact: George W. Ivie, CEO
212-972-0300
givie@mediaratingcouncil.org

MEDIA RATING COUNCIL ACCREDITATION UPDATES, JULY 2022 THROUGH SEPTEMBER 2022

New York – October 18, 2022

The chart below summarizes Media Rating Council decisions made in the period from July 2022 through September 2022. 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 to its MRC status occurred.*	*Formal action taken by MRC.*	*Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.*

*****

The MRC took the following actions related to changes to the statuses of audited services in the period from July 1, 2022 through September 30, 2022:

Month	Operating Committee	Service	Action	Notes
August	Radio	Act 1 Systems	Revoke accreditation	Accreditation revoked for Act 1's Radio Ratings Analysis software. Act 1 withdrew the service from the audit process.
August	Digital	Facebook Ads and Instagram Ads	Grant accreditation	Accreditation granted for the measurement and 1st party reporting of 2-second Continuous Video Plays (i.e., Viewable Video Ad Impressions), filtered for Sophisticated Invalid Traffic, for single video, slideshow video, and instant experience video ads delivered to registered and logged in users within mobile in-application environments on the following O&O properties: Facebook News Feed, Facebook In-Stream Videos, Instagram News Feed and Instagram Stories (*accreditation does not include Facebook Video Feed).*
September	Digital	Innovid	Grant accreditation/ Continue accreditation	Accreditation granted for Display Site-Served Tracked Ads in desktop, mobile web, and mobile in-application environments.

Accreditation continued for Rendered Display Ad Impressions in desktop, mobile web, and mobile in-application environments; for Rendered Video Ad Impressions in desktop, mobile web, mobile in-application, and CTV environments; and for Viewable Video Ad Impressions 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.mediaratingcouncil.org/Accredited%20Services.htm.