



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
JULY 2021 THROUGH SEPTEMBER 2021**

New York – October 20, 2021

The chart below summarizes Media Rating Council accreditation decisions made in the period from July 2021 through September 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 July 1, 2021 through September 30, 2021:

Month	Operating Committee	Service	Action	Notes
July	Digital	GroundTruth	Grant accreditation	Accreditation granted to GroundTruth's Location, Place, and Visit data set.
August	Digital	Pinterest	Grant accreditation/ Deny accreditation	Accreditation granted for first-party reporting of Display Rendered Ad Impressions and Pin Clicks in desktop, mobile web, and mobile in-application environments. Accreditation denied for Outbound Clicks; Pinterest withdrew this metric from the accreditation process.
September	Digital	Extreme Reach	Grant accreditation/ Continue accreditation	Accreditation granted for Video Rendered Ad Impressions and related video play metrics in mobile in-application and CTV environments. Accreditation continued for Video Rendered Ad Impressions and related video play metrics in desktop and mobile web environments.
September	Radio/Digital	Triton Digital Webcast Metrics	Grant accreditation/ Revoke accreditation	Accreditation granted for the following desktop and mobile web metrics for Triton Certified Publishers only: Total Listening Hours, Active Sessions, Sessions Started, Average Active Sessions, and Average Time Spent Listening. Accreditation of these metrics previously had been suspended. Accreditation of the following previously suspended metrics was revoked: the above metrics, for non-Certified Publishers; smart speaker and in-application traffic; Cume estimates; and Monthly Ranker reports.

September	Television	Nielsen National Television Service	Suspend accreditation	Accreditation suspended for the Nielsen National Television Service.
September	Television	Nielsen Local Television Service	Suspend accreditation	Accreditation suspended for the Nielsen Local People Meter markets and Set Meter markets Television Service. Accreditation for these markets had been in Hiatus status.
September	Digital	DoubleVerify	Grant accreditation	Accreditation extended to include additional non-English languages for certain currently accredited property-level ad verification functions, including desktop and mobile web binary level classifications, domain classifications, and page-level classifications 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.