



PRESS
INFORMATION

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MRC Update on Accreditation Statuses of Comscore’s Digital Measurement Services

New York, NY (November 12, 2019): Comscore’s Media Metrix (MMX) service reports measurements of desktop-based online audience traffic, and has been accredited by the MRC since 2016. Comscore’s Validated Campaign Essentials (vCE) Audience 2.0 component, which also was accredited by MRC in 2016, is similarly limited to accreditation for its desktop-based traffic only.

Because of the high volume of mobile traffic in today’s online environment as compared to desktop traffic, MRC believes it is important at this time to re-state the current accreditation statuses of the various Comscore digital measurement products.

Comscore’s MMX and vCE Audience 2.0 MRC accreditations continue to apply only to the measurement of desktop traffic. To date, Comscore has chosen not to submit the mobile audience measurement counterparts of these products to MRC for auditing, and therefore Comscore is not accredited for any measurements of audiences using mobile devices. It should be noted that vCE is accredited for its measurement of certain mobile metrics, such as mobile ad impressions and ad verification functions that are applied to both desktop and mobile traffic, but neither MMX nor vCE is accredited for any mobile audience metrics.

Comscore has indicated its intention to submit its Mobile Metrix and Media Metrix Multi-Platform products to MRC for audits at a future time, although a submission date has yet to be determined. Until then, Comscore and the MRC have agreed to hold a series of future meetings with MRC’s Digital Committee at which Comscore will update the Committee on the progress it is making to prepare these services for such audits. MRC will update the marketplace when Comscore elects to formally submit these mobile audience measurement products for MRC auditing and accreditation consideration.

The current MRC accreditation statuses of Comscore’s various digital audience and campaign measurement products is summarized in the table below (N/A indicates not applicable to the product).

<i>Service</i>	<i>Desktop</i>	<i>Mobile Web</i>	<i>Mobile In App</i>	<i>OTT</i>
Media Metrix	Yes	N/A	N/A	N/A
vCE—Audience 2.0	Yes	No	No	N/A
vCE—Validation	Yes	Yes	Yes	N/A
Mobile Metrix	N/A	No	No	N/A
Media Metrix Multi-Platform	No	No	No	N/A
Comscore Campaign Ratings	No	No	No	No