



## **MRC Update on the Accreditation Status of Comscore TV**

New York, NY (February 3, 2022): As part of MRC's commitment to provide increased transparency into the state of various ongoing audit processes, this communication provides an update on the current status of Comscore's TV measurement service. Comscore TV re-entered the MRC's accreditation process in October 2021, and is currently undergoing an MRC audit. Its official status at this time is "Not Accredited, In Process."

The scope of the MRC's current audit of Comscore TV, which includes both National and Local Markets measurement and is the successor service to the former TV Essentials and StationView Essentials offerings from Comscore, includes the following:

- Reports
  - National Live and time-shifted Time-Based Grid reports
  - Local Live and time-shifted Time-Based Grid reports
- Metrics
  - Household level Rating, Average Audience, Universe Estimate
  - Households that include core age/gender demographic breaks, and certain Household compositions
    - Ethnicity, Race, Income and other demographic breaks are not included the current scope, nor are Persons level viewing estimates

In addition, Comscore Markets, which is Comscore's market definitions offering, is also being audited in conjunction with the Comscore TV audit.

MRC currently expects to receive an audit report from its CPAs on Comscore TV for an audit committee review in early Q3 of 2022. The audit committee review is the first step in MRC's accreditation consideration of a service; [see here for more details about the steps in the accreditation process](#).

MRC will continue to periodically issue updates on the statuses of other significant in-process audits over the coming weeks and months.

###

### **About MRC**

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

### **Media Contact**

Bill Daddi  
Daddi Brand Communications  
917-620-3717  
[bill@daddibrand.com](mailto:bill@daddibrand.com)