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MRC Accreditation Process Status Update – Internet Services
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The following summarizes the status of various MRC audit and research processes related to the MRC Accreditation proceedings for comScore Media Metrix, Nielsen Online and Quantcast:

comScore Media Metrix (comScore)
Products Included: Media Metrix Core Reports

Tasks Completed:
- Confidential Pre-Audit
- Pre-Audit Meetings with MRC Staff
- Development of the Audit Scope by the MRC and the Independent CPA Firm engaged by MRC; Approval of Audit Scope by comScore
    - The audit scope was divided into five phases representing sections of comScore's methodology or technology that require testing.
- Development of the Research Plan by the MRC; Approval of the Research Plan by comScore
    - The Research Plan represents a list of research studies that the MRC has requested comScore to complete. These studies are designed to evaluate the effectiveness of certain unique aspects of comScore's measurement methodology with the MRC has not previously seen or evaluated. Completion of these research studies is likely to take several months and they can be completed in parallel with the audit process.
- Approval of Audit Scope and Research Plan by MRC Audit Committee
- Meter Technology Audit and Data Collection (Audit Phase 4 – Audit Phases are not necessarily executed in numerical order)
    - Completed Audit Report
    - Reviewed by Audit Committee

Tasks In-Process:
- MRC Auditors Preparing Audit Report
    - Enumeration Process (Audit Phase 1)
- comScore and the MRC Auditors have Initiated Work
    - Large Panel Functions (Audit Phase 3)
- Research Plan
    - Standard Error Estimation

Tasks Not Yet Submitted to MRC Auditors or Audit Committee:
- o Calibration Panel Functions (Audit Phase 2)
- o Back-end Processes (Audit Phase 5)
  - o Meter Data Editing, User Identification, Weighting and Calibration Processes, Calculation of Audience Estimates, Marketplace Disclosures
- o Certain Aspects of the Research Plan
- o Overall Accreditation Recommendation

Other Important comScore Matters:
- comScore has Requested a Proposal for the Addition of their Census/Hybrid Measurement Product, Video Metrix Core Reports, to the MRC Accreditation Process
- comScore Established a MRC-Related Internal Audit Function

Nielsen Online (Nielsen)
Products Included: NetView, VideoCensus, SiteCensus, MegaPanel

Tasks Completed:
- Pre-Audit
- Pre-Audit Meetings with MRC Staff and Audit Committee
- Development of the Audit Scope by the MRC and the Independent CPA Firm engaged by MRC; Approval of Audit Scope by Nielsen
  - o The audit scope was divided into three phases representing sections of Nielsen's methodology or technology that require testing.
  - o Nielsen added the Census/Hybrid products, VideoCensus and SiteCensus, to the audit scope so these are included
- Development of the Research Plan by the MRC; Approval of the Research Plan by Nielsen
  - o The Research Plan represents a list of research studies that the MRC has requested Nielsen to complete. These studies are designed to evaluate the effectiveness of certain unique aspects of Nielsen's measurement methodology with the MRC has not previously seen or evaluated. Completion of these research studies is likely to take several months and they can be completed in parallel with the audit process.
- Approval of Audit Scope and Research Plan by MRC Audit Committee
- Meter Technology Audit, User Identification, Meter Data Editing and Data Transmission (Audit Phase 1)
  - o Completed Audit Report
  - o Reviewed by Audit Committee

Tasks In-Process:
- The MRC Auditors have Initiated Work on the Following Audit Phases:
  - o Back-End Processes (Audit Phase 3)
    - Weighting and Calibration Processes, Calculation of Audience Estimates, Marketplace Disclosures
  - o Census/Hybrid Products – VideoCensus and SiteCensus

- Research Plan
  - Standard Error Estimation (Initial Jackknife Replication Work Completed)
  - Research on Panel Turnover Information
  - Research on Panel Representation

Tasks Not Yet Submitted to MRC Auditors or Audit Committee:
- Enumeration, Calibration and Mega-Panel Functions (Audit Phase 2)
- Certain Components of the Research Plan
- Overall Accreditation Recommendation

Quantcast

Products Included: Quantified Publisher

Note: The Audit Scope specifically covers Quantcast's census-based ("Quantified Publisher") methodology and core traffic metrics it yields. The Quantified Publisher product uses tagging technology to count page impression and other metrics (HTML Events, Flash Media Plays, Visits and Cookies). No Research Plan oriented Studies are necessary. Quantcast has expressed interest in expanding the MRC process to other aspects of its products in the future and discussions are ongoing.

Tasks Completed:
- Confidential Pre-Audit
- Pre-Audit Meetings with MRC Staff
- Development of the Audit Scope by the MRC and the Independent CPA Firm engaged by MRC; Approval of Audit Scope by Quantcast. The audit will be executed in one phase
- Approval of Audit Scope by MRC Audit Committee

Tasks In-Process:
- Full Scope Audit

About the MRC

The MRC is a non-profit Industry association established in 1964 composed of leading television, radio, print and Internet 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*; 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 over 50 research products are audited by the MRC

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