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MRC Announces Launch of New Initiative To Address Invalid Digital Traffic Issue

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The Media Rating Council (MRC) announced today that it is embarking on a new project to modernize and strengthen industry standards for the filtration and disclosure of invalid digital traffic.

The project will be conducted with broad industry participation, including the involvement of other leading media trade associations, and is expected to result in updates to existing digital advertising measurement guidelines. The goals of the project include: (1) modernization of existing measurement guidelines to better reflect the invalid traffic risks in today's environment; (2) an expansion of current filtration requirements to better address downstream transactional issues (for example, instituting accountability of downstream partners and bot-net detection); (3) ensuring MRC-accredited measurers have processes in place to detect and assess new invalid traffic scenarios as they emerge in the online environment; (4) requiring enhanced disclosures, while recognizing the need to do so in a manner that is consistent with protecting control procedures from reverse-engineering; and (5) improving the consistency of filtration results, wherever possible, among different measurers.

MRC Executive Director and CEO George W. Ivie announced this initiative today, stating, “We are very excited to begin this project, which we hope will ultimately help to provide greater clarity, alleviate confusion, and strengthen the digital advertising ecosystem. We look forward to working with some of the best minds in the field as we seek to benchmark the scale of illegitimate non-human traffic that exists today, and to institute measures aimed at illuminating and curbing it.”

MRC has already taken initial steps on this project, gathering information gleaned from its own accreditation auditing and engaging in an ongoing dialogue with respected experts in the field. The project is expected to take place over the next several months, with public-facing outcomes likely to be disseminated by year-end.

About the Media Rating Council (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 other standards MRC produces; 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 90 research products are audited by the MRC.

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