



**PRESS
INFORMATION**

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**MEDIA RATING COUNCIL ACCREDITATION DECISIONS,
OCTOBER 2025 THROUGH DECEMBER 2025**

New York – January 22, 2026

The chart below summarizes Media Rating Council accreditation decisions made in the period from October 2025 through December 2025. 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 an accreditation decision occurred.</i>	<i>Formal action taken by MRC.</i>	<i>Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.</i>

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.mediaringcouncil.org/accreditation. Accreditation letters are now publicly available on our website for all accredited services.

The MRC took the following actions related to audited services in the period from October 1, 2025 through December 31, 2025:

<i>Services Who Received Accreditation Changes</i>				
Month	Operating Committee	Service	Action	Notes
October	Digital	Instacart	Grant accreditation Continue accreditation	<p>Accreditation granted for Instacart's measurement and reporting of Carrot Ads for Display and Video Impressions, Clicks, CTR and Viewable Impressions within Desktop Web, Mobile Web and Mobile In-App, specifically for Sponsored Product, Display, Shoppable Display and Shoppable Video Ads on retailer properties through Storefront and Storefront Pro integrations as well as the Connect API integrations.</p> <p>Accreditation continued for Instacart's measurement and reporting of Display and Video Impressions, Clicks, CTR and Viewable Impressions within Desktop Web, Mobile Web and Mobile In-App, specifically for Sponsored Product, Display, Shoppable Display and Shoppable Video Ads shown on Instacart Marketplace (Instacart Owned and Operated).</p>

November	Digital	IAS Third-Party Reporting of Amazon DSP	Grant accreditation	Accreditation granted for Integral Ad Science's (IAS) server-to-server integration with Amazon's Demand Side Platform (DSP) for measurement and reporting of Display and Video Impressions, Viewable Impressions and related viewability metrics and Tracked Ads, inclusive of SIVT filtration, within Desktop, Mobile Web, and Mobile In-App for Amazon O&O properties (Amazon Retail and IMDb) and Third-Party (3P) supply sources (APD and 3PX). <i>FireTV and Twitch supply sources are excluded</i>
November	Digital	Zefr Third-Party Reporting of Google YouTube ADH	Grant accreditation	Accreditation granted for Zefr's 3P processing and reporting of Google's Ads Data Hub (ADH) YouTube traffic from the Google Ads and DV360 services with respect to: Video Impressions and Viewable impressions and related viewability metrics, within Desktop, Mobile Web, and Mobile In-App environments. <i>Formats included: YouTube Skippable In-Stream, Non-Skippable In-stream and Bumper Video.</i> <i>Formats excluded: Video In-Feed, Masthead, Shorts and Demand Gen non-YouTube and all other formats, environments and inventory types not listed.</i>
December	Digital International Out of Home Print/Data Quality Radio Television	ARF DASH Study	Grant accreditation	Accreditation granted for the ARF DASH TV Universe Study.
December	Digital	TikTok	Removed from in-process	Removed from in-process status due to TikTok's lack of intent to engage in third-party audit and the resulting withdrawal from the accreditation process.
<i>Services Granted Continued Accreditation (and not reported above)</i>				
October	Digital	XR (formerly Extreme Reach)	Continue accreditation	Accreditation continued for XR's Video Ad Serving service for measurement and reporting of Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) Video Impressions and related Video Play events.
October	Digital	Hulu	Continue accreditation	Accreditation continued for Hulu's measurement and reporting of Display, Video and Rich Media Ads (Impressions) and Video Completions in Desktop, Mobile In-App and CTV (Living Room) environments