



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION DECISIONS,
JANUARY 2025 THROUGH MARCH 2025**

New York – April 25, 2025

The chart below summarizes Media Rating Council accreditation decisions made in the period from January 2025 through March 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.mediaratingcouncil.org/accreditation.

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

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
January	Digital	RTBAsia	Removed from in-process	Removed from in-process due to withdrawal from the accreditation process.
January	Digital	Miaozhen	Removed from in-process	Removed from in-process due to withdrawal from the accreditation process.
March	Television	Comscore TV	Grant Accreditation	Accreditation granted of Comscore TV for National and Local Live and time-shifted based Grid reports for 210 markets for Household Demographics: Households with Age/Gender. *This does not include personification.
March	Digital	Google YouTube Reserve	Revoke accreditation	Accreditation revoked for the Google YouTube Reserve Service due to withdrawal from the accreditation process, as the former stand-alone service has been migrated to Google Ads & DV360.
<i>Services Granted Continued Accreditation (and not reported above)</i>				
February	Digital	Google Ads	Continue accreditation	Accreditation continued for: <ul style="list-style-type: none"> • Display and Search Clicks and Invalid Clicks within Desktop, Mobile Web and Mobile In-

				<p>App (inclusive of GIVT and SIVT filtration) as reported in the Google Ads UI.</p> <ul style="list-style-type: none"> • Video Impressions, Invalid Impressions, TrueView: Views, and TrueView: Invalid Views within Desktop, Mobile Web, Mobile In-App and CTV (inclusive of GIVT and SIVT filtration), as reported within the VVR. • Video Viewability and related metrics including Invalid Viewability metrics (inclusive of GIVT and SIVT filtration) within Desktop, Mobile Web and Mobile In-App, as reported within the VVR.
February	Digital	Google ADH	Continue accreditation	<p>Accreditation continued for:</p> <ul style="list-style-type: none"> • In-Stream YouTube and GVP video advertising measurement first-party reporting for Desktop, Mobile Web and Mobile Application Auction (Google Ads and DV360) and Reservation (YouTube Reserve) Video Rendered Impressions, TrueView Views, Viewability and IVT metrics (GIVT and SIVT) included in templated ADH UI/API queries and BigQuery exported reports. • Device ID matching mechanism involving joining of Google upstream and non-Google data. • Third-party passthrough reporting generated through vendor queries of the ADH platform through ADH API access (excluding reporting of ADH metrics within third-party UIs). • Third-party integrated reporting of YouTube In-Stream video advertising events supplied to third-party integrated processors through API access for Impressions and viewability related metrics (excluding reporting of metrics within third-party UIs).
February	Digital	Google CM360	Continue accreditation	<p>Accreditation continued for Display and Video BTR impressions, Clicks and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web, and Mobile In-App, as well as Video BTR Impressions and Inactive Impressions within CTV.</p>
February	Digital	Google DV360	Continue accreditation	<p>Accreditation continued for:</p> <ul style="list-style-type: none"> • Display and Video BTR Impressions, Clicks and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web, and Mobile In-App. • Video BTR Impressions and Inactive Impressions within CTV. • YouTube & Partners Video BTR Impressions, TrueView: Views and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web, and Mobile In-App.

				<ul style="list-style-type: none"> • YouTube & Partners Video BTR Impressions and TrueView: Views and Inactive Impressions within CTV.
February	Digital	Flashtalking	Continue accreditation	<p>Accreditation continued for:</p> <ul style="list-style-type: none"> • Display, Rich Media and Video Ads Requested and Impressions within Desktop, Mobile Web and Mobile In-App (inclusive of GIVT) as reported within Device Reports. • Protected Media-measured Display, Rich Media and Video Impressions and Viewable Impressions, Decision Rate and related Viewability metrics within Desktop, Mobile Web and Mobile In-App environments, and Video Impressions within CTV (inclusive of SIVT) as reported within Device Reports.
February	Digital	Protected Media	Continue accreditation	<p>Accreditation continued for Display and Video Impressions and Viewable Impressions within Desktop, Mobile Web, and Mobile In-App, and Video Impressions within CTV (inclusive of SIVT filtration) and reporting of GIVT and SIVT metrics within Desktop, Mobile Web, Mobile In-App and CTV.</p>