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PRESS
INFORMATION

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MEDIA RATING COUNCIL ACCREDITATION DECISIONS, JULY 2025 THROUGH SEPTEMBER 2025

New York – October 16, 2025

The chart below summarizes Media Rating Council accreditation decisions made in the period from July 2025 through September 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. Accreditation letters are now publicly available for all accredited services.

The MRC took the following actions related to audited services in the period from July 1, 2025 through September 30, 2025:

Month	Operating Committee	Service	Action	Notes
<i>Services Who Received Accreditation Changes</i>				
September	Radio	Nielsen Audio Diary	Revoke accreditation Continue Accreditation	Accreditation revoked for the following Nielsen Audio Diary markets as reported in the RMR and TAPSCAN Web: Bryan College Station TX, Hudson Valley, Killeen-Temple TX, Odessa-Midland TX, Portsmouth-Dover-Rochester, Reno and Trenton. Accreditation continued for the remaining currently accredited Nielsen Audio Diary markets as reported in the RMR, TAPSCAN Web and CSAR.
September	Digital	Protected Media	Grant Accreditation	Accreditation granted for Property-level Ad Verification reporting and blocking for display, as well as reporting (no blocking) for video for the English, Spanish and Portuguese languages within Desktop and Mobile Web environments.
September	Digital	Snap	Deny accreditation	Accreditation denied for reporting of display and video Impressions, Viewable Impressions and related viewability metrics, Clicks (formally called swipe ups), Paid Reach, and Video duration-related metrics in Desktop Web, due to service withdrawal from the accreditation process. <i>*Note: These metrics are currently accredited for Mobile In-App</i>

September	Digital	Walmart	Grant Accreditation	Accreditation granted for Walmart Connect Sponsored Products service for display, video and search Clicks, Click-Through Rate (CTR), Impressions and Invalid metrics originating from Sponsored Product, Sponsored Brand, and Sponsored Video ad placement types, inclusive of GIVT, within Desktop, Mobile Web, and Mobile In-App environments.
September	Digital	GumGum	Revoke accreditation	Accreditation revoked for Content-level Brand Safety (text, image, video) and URL level reporting through the Contextual Platform API for English language across Desktop, Mobile Web and CTV on the open web, due to service withdrawal from the accreditation process.
September	Digital	Meta	Revoke accreditation	Accreditation revoked of Meta's 1P Partner Monetization Policies, Content Monetization Policies and associated Content-level Brand Safety and suitability controls applied to Facebook Feed in Desktop, Mobile Web and Mobile In-App environments, Instagram Feed in Mobile In-App, Facebook In-stream video across Desktop, Mobile Web and Mobile In-App environments, as well as the Brand Safety Error Rate (BSER) disclosed in the Description of Methodology (DOM), due to service withdrawal from the accreditation process.
<i>Services Granted Continued Accreditation (and not reported above)</i>				
August	Television	iSpot.tv	Continue accreditation	Accreditation continued for iSpot.tv's Media Measurement Ad Occurrence Service for national ad airings within national broadcast and cable network programming.
September	Digital	Epsilon	Continue accreditation	Accreditation continued for display and video Impressions and Correlated Outcomes (online and offline) across Desktop web, Mobile Web and Mobile In-App environments, reported Net of GIVT.