



PRESS
INFORMATION

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**MEDIA RATING COUNCIL ACCREDITATION UPDATES,
OCTOBER 2020 THROUGH DECEMBER 2020**

New York – January 14, 2021

The chart below summarizes Media Rating Council accreditation decisions made in the period from October 2020 through December 2020. 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 accreditation decision occurred.</i>	<i>Accreditation action taken by MRC.</i>	<i>Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.</i>

The MRC took the following actions related to the accreditation of audited services in the period from October 1, 2020 through December 31, 2020:

Month	Operating Committee	Service	Action	Notes
October	Digital	Google DV360	Grant accreditation/ Continue accreditation	Accreditation granted for Sophisticated Invalid Traffic (SIVT) detection and filtration as applied to accredited metrics in mobile in-application. Accreditation continued for display and video served and viewable ad impressions, related viewability metrics, and certain ad verification functions, in desktop, mobile web, and mobile in-application; and for SIVT detection and filtration as applied to these metrics in desktop and mobile web.
October	Digital	Google Ads Data Hub	Grant accreditation	Accreditation granted for Auction and Reservation video served and viewable ad impressions, and for TrueView “Views,” in desktop, mobile web, and mobile in-application, inclusive of SIVT detection and filtration, in UI and API queries and BigQuery exported results.
October	Digital	Google Ads	Grant accreditation	Accreditation granted for TrueView video served ad impressions in desktop, mobile web, and mobile in-application, and for SIVT detection and filtration as applied to these metrics.
October	Digital	CHEQ	Grant accreditation	Accreditation granted for display and video served and viewable ad impression and related viewability metrics and tracked ads, and for SIVT detection and filtration as applied to these metrics in desktop and mobile web; and for certain property-level ad verification functions in desktop and mobile web.

October	Digital	Protected Media	Deny accreditation	<p>Accreditation denied for sampled display and video served ad impressions in desktop, mobile web, and mobile in-application. Protected Media withdrew these metrics from the accreditation process.</p> <p>Accreditation remains in place for display and video served ad impressions, and for SIVT detection and filtration as applied to these metrics, in desktop, mobile web, mobile in-application, and OTT.</p>
October	Digital	Conversant	Grant accreditation	Accreditation granted for display and video served ad impressions in desktop, mobile web, and mobile in-application.
October	Digital	DoubleVerify	Grant accreditation	Accreditation granted for display and video served and viewable ad impressions reported from Facebook/Instagram 3 rd party data integration.
November	Digital	C3 Metrics	Deny accreditation	Accreditation denied for conversions, attribution, and click metrics in desktop, mobile web, and mobile in-application.
December	Digital	White Ops Advertising Integrity Service	Grant accreditation/ Continue accreditation	<p>Accreditation granted for pre-bid (the former MediaGuard service) SIVT detection and filtration in desktop, mobile web and mobile in-application.</p> <p>Accreditation continued for display and video tracked ads and served ad impressions, and for post-bid (the former Fraud Sensor service) SIVT detection and filtration as applied to these metrics, in desktop, mobile web, and mobile in-application.</p>
December	Digital	DoubleVerify	Grant accreditation Deny accreditation	<p>Accreditation granted for display and video served ad impressions, and for SIVT detection and filtration as applied to these metrics, in OTT.</p> <p>Accreditation denied for ad verification functions in OTT.</p>
December	Digital	Innovid	Grant accreditation/ Continue accreditation	<p>Accreditation granted for display served ad impressions in OTT.</p> <p>Accreditation continued for video served ad impressions in desktop, mobile web, mobile in-application, and OTT; and for video viewable ad impressions and related viewability metrics in desktop, mobile web, and mobile in-application.</p>
December	Digital	Method MI	Grant accreditation	Accreditation granted for display served impressions, and for reporting of Bot (invalid) and valid activity in desktop, mobile web, and mobile in-application.
December	Television	Nielsen TV Local People Meter (LPM) and Local Set Meter Markets	Moved to Hiatus status	At Nielsen's request, Nielsen's 25 LPM TV markets and 31 Set Meter TV markets were moved from Accredited status to a six-month Hiatus status. The markets are not accredited during the hiatus period.

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/Accredited%20Services.htm.