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MEDIA RATING COUNCIL ACCREDITATION UPDATES, JULY 2023 THROUGH SEPTEMBER 2023

New York – October 16, 2023

The chart below summarizes Media Rating Council decisions made in the period from July 2023 through September 2023. The format of this report is as follows:

Month	Operating Committee	Service	Action	Notes
Month in which the action was officially taken.	*The Operating Committee(s) within MRC with primary oversight for this audit.*	*Measurement Service Product for which a change to its MRC status occurred.*	*Formal action taken by MRC.*	*Other relevant information, such as specific limitations to accreditation, specific metrics accredited, specific markets involved, etc.*

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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 changes to the statuses of audited services in the period from July 1, 2023 through September 30, 2023:

Month	Operating Committee	Service	Action	Notes
August	Digital	LinkedIn	Grant accreditation	Accreditation granted for Display Ad Impressions and Clicks in desktop, mobile web, and mobile in-application environments. Accreditation applies specifically to Sponsored Content Ads, and Text and Dynamic Ad formats.
September	Digital	GroundTruth	Accreditation Hiatus	Six-month accreditation hiatus period granted at GroundTruth's request for its Location, Place, and Visit data set. The service is not accredited during the hiatus period.
September	Digital	Adloox	Grant accreditation/ Continue accreditation	Accreditation granted for Display and Video Tracked Ads, Rendered Ad Impressions, Viewable Ad Impressions and related viewability metrics, exposure metrics, and decision rate in mobile in-application environments. Accreditation continued for the same metrics as noted above, as well as for Sophisticated Invalid Traffic Detection and Filtration (SIVT) in desktop and mobile web environments.
September	Television	iSpot.tv	Grant accreditation	Accreditation granted for iSpot's reporting of national TV ad occurrence data.