

Media Rating Council

The Media Rating Council (MRC) is a not-for-profit industry self regulatory body, established in 1963 at the request of US Congress, that audits and accredits media measurement products and data sources across Digital, Out-of-Home, Print, Radio, Television, and cross-media products.

Our Objectives

- **To secure** for the media industry and related users measurement services that are valid, reliable and effective.
- **To evolve and determine** minimum disclosure and ethical criteria for media measurement services.
- **To provide and administer** an audit system designed to inform users as to whether such measurements are conducted in conformance with the criteria and procedures developed.

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Jun 01,
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Apr 25,
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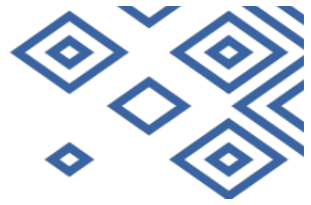
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