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MRC Announces Changes to Accreditation Statuses of Comscore Digital Measurement Products

New York, NY (April 26, 2022): The Media Rating Council (MRC) today announced that Comscore's Media Metrix (MMX) desktop digital audience measurement service has entered into an accreditation hiatus period, effective April 19th. Comscore is currently in the process of making methodological enhancements to MMX. Accreditation hiatus is a formal MRC status designation in which a service is allowed to temporarily step away from audits for up to two consecutive six-month periods to permit certain actions or service improvements to be implemented outside the normal audit and accreditation process. The service is not accredited during a hiatus period.

As previously documented in a 2019 MRC Comscore digital update notice, the desktop-only nature of the MMX service has been noted as a significant limitation for some time to the scope of MRC's auditing of Comscore's measurement of audience traffic to digital properties. This is because in the time since MMX was first audited and accredited, the online environment has shifted considerably to a heavy preponderance of mobile traffic vs. desktop, with the utility of a desktop-only measurement product consequently reduced.

As a result of discussion between MRC and Comscore on this issue, in 2020, Comscore committed to also submit MMX's mobile measurement counterpart, Mobile Metrix (MoMX), for MRC accreditation consideration no later than early 2022. This new MoMX audit was scheduled to begin in Q2 2022 in parallel with the next audit of MMX. However, Comscore recently alerted MRC to a change in its timing plans for a full-scope MoMX audit in order to incorporate certain new methodological changes it will be making as part of its ongoing privacy initiatives.

As a result of this change to the timing of a MoMX audit, both MRC and Comscore agreed it would be appropriate at this time for MMX to enter an accreditation hiatus period, with the intention of Comscore resubmitting MMX when both it and MoMX can be subject to a full scope audit. Comscore has expressed its commitment to this plan, and auditing is now expected to begin in the first half of 2023.

Additionally, on a separate matter, in late 2021 Comscore publicly announced plans to deprecate its Validated Campaign Essentials (VCE) service, which is currently accredited by MRC, and transition VCE clients to Comscore's Cross-Platform Campaign Ratings (CCR). As a result, no future auditing of VCE will occur, and MRC accreditation of VCE, as well as of Comscore's related 3rd party video viewability measurement integration with Facebook and Instagram, will be formally removed at the end of April. Comscore has committed to MRC its intention to begin an audit of CCR later this year.

None of the above issues affect MRC's current audit of Comscore TV, which is on track to be reviewed by an MRC audit committee in Q3 2022, as previously announced.

MRC will issue additional updates concerning Comscore's digital measurement services as events warrant.

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About MRC
The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and

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effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediaratingcouncil.org.

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