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MRC Grants comScore Accreditation for Media Metrix

comScore Media Metrix is the First Digital Content Audience Measurement Service Accredited by the Media Rating Council

RESTON, Va., Jan. 19, 2016 /PRNewswire/ -- [comScore, Inc.](#) (NASDAQ: SCOR), a global media measurement and analytics company, announced today that [the Media Rating Council \(MRC\)](#) has voted to grant accreditation to [Media Metrix®](#), comScore's flagship syndicated digital audience measurement service. Media Metrix, which provides measures of publisher website audiences based on comScore's Unified Digital Measurement™ (UDM™) methodology, is the first digital content audience measurement service accredited by the MRC.



"We are delighted to receive this validation of our commitment to transparency, disclosure and methodological rigor," said Josh Chasin, comScore Chief Research Officer. "This accreditation is a significant milestone, not just for comScore, but for the entire digital ecosystem. It represents the culmination of a lengthy collaborative effort on the part of comScore, the MRC staff, the auditors, and perhaps most importantly, the members of the MRC Audit Committee. Together we have forged a path to integrating the accumulated knowledge and wisdom from over 80 years of audience measurement, with cutting-edge 21st century digital audience measurement technologies. We now look forward to bringing Video Metrix, Mobile Metrix and Media Metrix Multi-Platform into the MRC audit process."

"We applaud comScore on this groundbreaking achievement," said George W. Ivie, CEO and Executive Director of the MRC. "The Media Metrix service employs methods that are new and different from those used in most traditional media audience measurement systems. After extensive review and much collaborative work done with comScore to validate all aspects of its methodology, we have concluded Media Metrix complies with MRC's *Minimum Standards for Media Rating Research*, as well as all relevant IAB guidelines."

Media Metrix joins [comScore Direct](#) and [the vCE Ad Validation Suite](#) as MRC-accredited comScore offerings. View comScore's Third-Party Accreditation, Certification and Review Page to learn more about these accreditations: <http://www.comscore.com/About-comScore/Third-Party-Review>.

Support from Industry Leaders and comScore Clients

"MRC auditing and accreditation remain the gold standard by which companies in the digital marketing and media ecosystem can determine the quality and transparency of their business partners' operations. IAB congratulates comScore on achieving this important milestone for its Media Metrix online audience measurement solution."

Randall Rothenberg, CEO, IAB

"Transparent and accountable Digital Reach & Engagement metrics are a mission-critical component of future cross-platform measurement. That is why Univision congratulates comScore on their MRC accreditation of Media Metrix Digital metrics."

Kevin Conroy, Chief Strategy and Data Officer, Univision Communications, Inc.

"We welcome comScore's accreditation for their Media Metrix product and appreciate their hard work and dedication to make methodology improvements to more accurately measure web page consumption. We look forward to them putting that same effort into continuing to improve their video and mobile device measurement with the MRC."

Howard Shimmel, Chief Research Officer, Turner Broadcasting

"Receiving accreditation from the MRC for Media Metrix is a monumental step for both comScore and the industry. Obtaining

high-quality research and data for our clients is of the utmost importance to us and this accreditation adds another level of trust to the measurement comScore is providing for SMG."

Kate Sirkin, EVP of Global Audience and Measurement Solutions, Starcom MediaVest Group

"Measurement that provides a complete view of audience consumption is one of the most critical topics in our industry right now. We applaud comScore on receiving accreditation from the MRC for Media Metrix and look forward to their continued efforts focused on delivering trusted, cross-platform metrics to the industry."

Neal Mohan, Senior Vice President, YouTube

About comScore

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global media measurement and analytics company that makes audiences and advertising more valuable. We help media buyers and sellers understand and make decisions based on how consumers use different media, such as TV, video, mobile, desktop and more. Through its products and partnerships, comScore helps its more than 2,500 clients understand their audiences, know if their advertising is working, and access data where they want and need it. Please visit www.comscore.com to learn more.

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