The Media Rating Council
Our Role

Prepared for: W3C and Do Not Track
February 6, 2012
Agenda

- MRC Background
- MRC and Privacy
- Examples of Issues Encountered in our Process
History and Mission of the MRC

- Congressional Hearings Held in 1963-64
- System of Self Regulation Established
- Founded as the “Broadcast Rating Council”
- Not-for-Profit Entity
- Voluntary Process for Syndicated Measurement Services to:
  - Supply Complete Information to the MRC
  - Comply with MRC Minimum Standards
  - Conducted the Service as Represented to Clients
  - Submit to Annual Audits
  - Pay for the Audit Costs (internal & external)
- Confidential Process
MRC Mission Statement

- To secure for the media industry and related users audience measurement services that are **valid, reliable and effective**;
- Set Standards; and
- Conduct Audits to Verify Compliance with Standards.
MRC Member Organizations

4A’s
A&E Television
ABC Networks
ABC Owned TV Stations
AHAA
Allbritton
AMC Networks
American Urban Radio Network
ANA
Anheuser-Busch
AOL
Apple
Association of Magazine Media
(MPA)
Atlas
A&T Mobility
Azteca America
Barrington Broadcasting
BBC Worldwide Americas
Belo Corporation
Big Shoes Productions
Bonnier
Brightroll
Comcast Advertising Bureau
Carat USA
CBS Corporation
CBS Interactive
CBS Radio
CBS Television Stations
CIM - Mexico
Clear Channel
Comcast Networks
Comcast Spotlight
Condé Nast
Cox Media
Cox Reps
CW Television Network

Dial Global
Discovery
Discovery Latin America
Disney
Dispatch Printing
DPAA
DRAFTFCB
Emmis Broadcasting
ESPN
ESPN Digital
E.W. Scripps
Facebook
Fisher Communications
Forbes
FOX Broadcasting
FOX International
FOX News
FOX Sports
FOX Television Stations
Galavision Cable Networks
Gannett Broadcasting
Google - DoubleClick
GSN
Hearst Television
Hearst Publications
Horizon Media
Hubbard Broadcasting
Hulu
Initiative Media
Inner City Broadcasting
Interactive Advertising Bureau
LAMAC
LIN Media
Lincoln Financial Media
LocalTV
MAGNA Global
Martha Stewart Living Omnimedia

Media General
MediaCom
Mediaedge:cia
MediaVest
Meredith Corp.
Meredith Broadcasting
Microsoft
MindShare
MMA
MSNBC
NAB Radio
NAB Television
NABOB
National CineMedia
National Public Radio
NBC Cable
NBC Networks
NBC Stations
NCC Media
New Jersey Broadcasters Assn.
New York Times
Newspaper Assn. of America
Ole’ Networks
OMD
OPA
Optimedia
Pandora
PARADE
PBS
Pfizer
PHD USA
Post Newsweek
Premiere Radio
Press Communications
Procter & Gamble
Radio Advertising Bureau
Radio One

Radio Research Consortium
Rainbow Advertising Sales Co.
Raycom Media
Saga Communication
Scripps Networks
Sony Pictures Television
Starcom
TargetCast
Telefutura Network
Telemundo
Televista
Television Advertising Bureau
Time Warner
Time Warner Cable
Tribune Broadcasting
Turner Broadcasting
Turner Broadcasting Latin America
TV Azteca
Unilever
United Stations
Universal McCann
Univision
Univision Online
Univision Radio
USA Weekend
Vevo
Viacom Media Networks
Wall Street Journal
WAPA TV/Televicentro of P.R.
The Weather Channel
Verizon Wireless
Yahoo!
YuMe
Zenith Media

MRC is Funded Solely by Member Dues
MRC-Audited Products – U.S.

**Accredited**
- ACT1 Radio TPP
- Arbitron
  - Local Diary Service, Max, County Coverage, CSAR
  - PPM – Atlanta, Baltimore, Cincinnati, Houston, Kansas City, Los Angeles, Milwaukee, Minneapolis, Philadelphia, Phoenix, Riverside, San Antonio, St. Louis, Tampa
- Internet Audits
  - ComScore Direct, comScore vCE (Validation Component)
  - Nielsen Online Campaign Ratings
  - Omniture Adobe Compliant Traffic Report
  - Quantcast Quantified Publisher
  - Visible Measures
  - Ad-Serving: Cox Digital Solutions, AdTech, CBSi, Univision, Yahoo!, Disney, Atlas, DoubleClick (DFP, DFA), FreeWheel, GLAM Media, Google, LiveRail, Turner, AOL, MSN, 24/7, Markit on Demand, MediaMind, RealVu, Vindico, PointRoll, Auditube, Videology, Telemetry, Adap.tv, Innovid
  - Clicks: Google, Yahoo!, MS adCenter, MS Media Console, Cox Digital Solutions
- KMR MARS
- Mediamark Research National Syndicated Study
- Media Monitors Radio Spot Service
- Nielsen Media Research
  - National – NPM, Average Commercial Ratings MIT, NPowers
  - Local Set Meter Services, LPM Markets, Puerto Rico LPM
- Scarborough
- Simmons National Consumer Study
- Triton Digital Streaming (Ando Media)

**In-Process**
- Internet Audits
  - Google AdPlanner, Google DART Mobile, Digital Envoy, Quova, AdSafe, Vizu, Spider.io
- Arbitron PPMs
  - Austin, Charlotte, Chicago, Cleveland, Columbus, Dallas, Denver, Detroit, Greensboro, Hartford, Indianapolis, Jacksonville, Las Vegas, Memphis, Miami, New York, Nashville, Norfolk, Orlando, Pittsburgh, Portland OR, Providence, Raleigh, Sacramento, Salt Lake City, San Diego, San Francisco, San Jose, Seattle, Washington DC, West Palm Beach
- comScore
  - Media Metrix, Video Metrix
  - vCE (Audience Component)
- Double Verify
- Mendelsohn Affluent Study
- NEC Display
- Nielsen Local TV Diary Service, STB Data
- Nielsen NetView, NetView Hybrid
- Rentrak TV Essentials
- SQAD TV Costs

**Other – Ancillary Data**
- Claritas, Sample Frame Vendors
MRC and Privacy

- MRC does not set privacy-focused standards
- MRC seeks protection of anonymity of respondents
- MRC audits do not mandate data-retention beyond organizational privacy policy requirements
  - General requirement – 1 year
    - Error Correction Purposes
  - Customized to meet legitimate organizationally-mandated privacy policy, if shorter
Sample of Key Issues – Traditional

- New Technology Challenges
- Sample Frame Coverage
  - CPO Persons
- Data Collection Quality
- Response Rates
  - Incentives
  - Targeting
- Sample Distribution
- Sample Sizes/Reliability
- Race/Ethnic/Young Representation
  - DST
  - Bi-lingual Materials and Interviewers
  - Recruitment Techniques
- Accuracy of Universe Estimate Data
- Editing Quality
- Ascription
  - Levels
  - Technique
Sample of Key Issues – New Media

Ad-Centric or Site-Centric (Census)
- Users vs. Computers
- Cookie Deletion
- Sufficiency of Client Side Counting
- Auto-Refresh, Non-Human Traffic
- Internal Traffic
- In-Session Gaps
- New Types of Usage, WAP/Mobile, etc.
- International Traffic
- Cross Domain I-Frames
- Viewability

User-Centric (Panel)
- Panel Representation
- Meter Coverage
- Capturing All Access Locations
- Metering All Computers of Panelists
- Initial Demo Data Collection
- User In-Session Identification
- Sample Sizes, Standard Errors
- Non-Response Levels

Common and Hybrid
- Internal Controls
- Editing, Calibration, Weighting
- Transparent Methodology
THANK YOU

Questions?

212-972-0300
givie@mediaratingcouncil.org