

The mission of the **Modernizing Measurement Task Force (MMTF)** is to guide prioritization and modernization of the fundamental measurement guidelines for the digital industry in partnership with the Media Rating Council (MRC).

Q: WHAT ASPECT OF MEASUREMENT DOES THE MODERNIZING MEASUREMENT TASK FORCE (MMTF) WORK ON?

A: The MMTF is responsible for working with the Media Rating Council (MRC) to provide input on updating the existing IAB/MRC measurement guidelines. These guidelines pertain strictly to digital advertising and are typically contingent on needs that arise from the benefits and working of digital technology. The IAB/MRC Measurement Guidelines can be found at iab.com/measurement-guidelines.

Q: DOES THE MMTF WORK WITH THE MRC TO DEVELOP CROSS-INDUSTRY GUIDELINES SUCH AS THE VIEWABILITY MEASUREMENT GUIDELINES?

A: No. Any new measurement standard development, including viewability, is done through 3MS. **Making Measurement Make Sense (3MS)** is a cross-industry initiative founded by the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB) in partnership with the MRC. Information can be found at measurementnow.net.

Q: WHO CAN JOIN THE MMTF?

A: The MMTF is open to all members of IAB and non-members upon the request of the MRC.

Q: HOW OFTEN DOES THE MMTF MEET?

A: The MMTF typically meets quarterly.

Q: DOES IAB MANAGE MRC ACCREDITATION AGAINST THE IAB/MRC MEASUREMENT GUIDELINES?

A: No. From the MRC's website; the central element in the monitoring activity of the MRC is its system of annual external audits of rating service operations performed by a specialized team of independent CPA auditors. MRC audits serve these important functions:

- They determine whether a rating service merits accreditation (or continued accreditation)
- They provide the MRC with the results of detailed examinations, which become the basis for quality improvements in the service, either by voluntary action or mandated by MRC as a condition for accreditation, and
- They provide a highly beneficial psychological effect on rating service performance. Knowledge that their work may be reviewed by CPA auditors is a powerful spur for quality work by all field and home-office personnel of the rating service.

All questions regarding MRC accreditation should be directed to the Media Rating Council (MRC).

Q: DOES IAB HAVE A LIST OF THE MRC ACCREDITED COMPANIES?

A: No. This is something that the MRC manages and it can be found on their website at mediaratingcouncil.org/Accredited%20Services.htm.

The MMTF is gathering experts in Media Research, Analytics and Reporting, Product Management, Engineering, Data Science and Ad Operations.