



What Accreditation Means

The *Webcast Metrics* service of *Triton Digital* has been accredited by the Media Rating Council (MRC) since *April 2011*. To merit continued MRC accreditation of the Service, *Triton Digital*:

1. Adheres to the Council's *Minimum Standards for Media Rating Research* and any applicable measurement guidelines issued by the Interactive Advertising Bureau;
2. Provides full and complete information to the Council regarding all details of its *Webcast Metrics* operation;
3. Conducts its measurement service substantially in accordance with representations to the subscribers and the Council, and
4. Submits to, and pays the cost of, thorough annual audits of the Service by CPA firms engaged by the MRC.

In addition to sizable annual audit charges, *Triton Digital* provides office and file space for MRC auditors, as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about MRC's accreditation and auditing procedures can be obtained from:

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