



## **What Accreditation Means**

The Bing Ads platform service of Microsoft Corporation has been accredited by the Media Rating Council (MRC) since September 5<sup>th</sup>, 2012. To merit continued MRC accreditation of the Service, Microsoft Corporation:

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 Bing Ads platform 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, Microsoft Corporation 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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