

Measurement Standards Presentation

MASB & MRC Leveraging Audit Resources

Frank Findley
MASB Executive Director

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

Relevant MRC History

- 1950s Game Show Scandals shook public confidence and placed spotlight on broadcast rating metrics
- Congress launches Harris Committee Hearings
- MRC is formed based on recommendation of committee
- American Statistical Association report formed foundation of original MRC standards, started industry self-regulatory process
- MRC standards have evolved over time with changes in technology and society
- To date the focus has been on media ratings
- But the ASA report suggested an eventual **broader mandate...**

Broader Mandate

The recommendations which we have presented should not be applied only to the rating services. It was the task of the committee to focus its attention on them. All of the recommendations apply in some degree to market research surveys in general but especially for those organizations that are engaged in continuing and repetitive surveys.

- ASA Report

MASB & MRC Meetings on MMAP Audits

- **August 2013:** George Ivie Summit presentation – “MRC: Background and Audit Process”
- **June 2014:** MRC interest in conducting MMAP audits confirmed – will require approval of MRC Board and executive committee to fully execute
- **September 2016:** Audit protocol presented to MRC staff
- **February 2017:** George Ivie Summit presentation – “MASB and MRC - Leveraging Audit Resources”
- **June 2017:** Decision that path forward on leveraging MRC resources for MMAP audits is for a MRC staff member to join project team (and it is George Ivie who has joined the MMC project team)

Initial Recommendations for Evolving MMAP

- Utilize CPAs to conduct audits and establish a broad oversight function for audit including review and sign-off of detailed results
 - Will have implications for MMAP rates
- Establish dispute resolution processes
- Consult legal counsel about risks and structures of assurances, as MMAP moves towards financial statement implications
- Formally segregate research providers in MASB governance from any form of MMAP audit-function governance

Might a MMAP assessment earn a seal?



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Thank-you!



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