



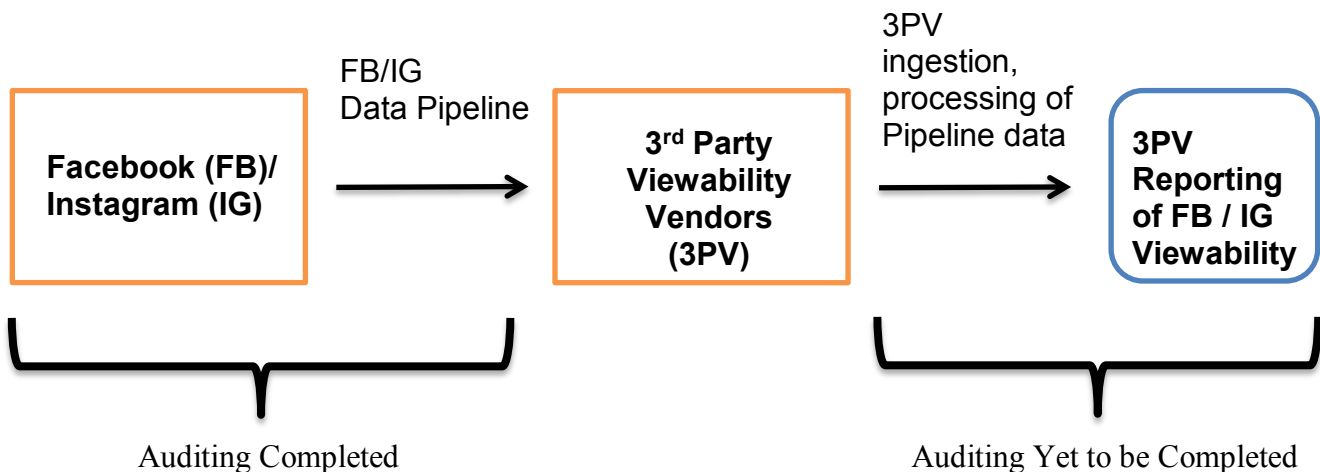
## Update on Status of MRC’s Audit of Facebook’s Viewability Pipeline Integrations

### *Important Phase of Pipeline Process Assessment Successfully Completed*

New York, NY (November 27, 2018): The Media Rating Council (MRC) announced today that it has successfully completed the Facebook-controlled component of MRC’s accreditation assessment of the Facebook and Instagram viewability pipeline integrated 3<sup>rd</sup> party viewability measurement reporting. As a result of the audit work that was completed for this front end piece of the viewability pipeline process, which includes Facebook’s data collection and processing, and the passing of this data to 3<sup>rd</sup> party viewability vendors through the pipeline, an MRC audit committee concluded that Facebook was materially compliant with MRC’s *Minimum Standards for Media Rating Research* and applicable industry measurement guidelines.

Accreditation of the Facebook pipeline data has not yet been granted by MRC, and is ultimately dependent upon the successful completion of the audit processes related to the ingestion, processing, and reporting of the Facebook pipeline data by the 3<sup>rd</sup> party viewability vendors involved. As of this date, Moat, Integral Ad Science and DoubleVerify have agreed to have these processes audited by MRC.

The pipeline data consists of discrete data points related to the delivery of ads that are directly collected by Facebook and supplied to 3<sup>rd</sup> party viewability measurement vendors that partner with Facebook/Instagram. It enables these vendors to independently calculate and report industry standard metrics, including viewable impressions, based on this input data. Verification of the processes used by Facebook to collect and process this input data is therefore crucial to the integrity of the measurements that are ultimately reported by the 3<sup>rd</sup> party vendors. Below is a graphical depiction of the pipeline process that includes a notation about the scope of MRC’s completed work.



MRC’s Executive Director and CEO George W. Ivie noted, “The conclusion of this stage of our work represents a substantial milestone in MRC’s accreditation consideration of the Facebook viewability pipeline measurement process. We commend Facebook for the substantial efforts it has put forward to successfully get us to this point, which clearly demonstrate its support of and commitment to measurement that’s in accord with industry standards for quality.”

The related audits of the 3<sup>rd</sup> party vendors that receive and process the Facebook pipeline data are currently in various stages of the process. MRC accreditation of these end-to-end integrations with Facebook can be granted as each of these audits are successfully concluded.

MRC will provide further updates on the status of the Facebook viewability pipeline audits as events warrant.

### **About MRC**

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC *Minimum Standards for Media Rating Research* as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

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