

# Digital Metrics, Companies Accredited by MRC

Based on MRC accredited digital properties as of 7/9/18

(d = in desktop environments; mw = in mobile web environments; ma = in mobile in-application environments)

<b><u>Ad Centric:</u></b>	<b><u>User Centric:</u></b>
<p><b>Served Ad Impressions—Display:</b> Adform (d, mw, ma), Adledge (d, mw), Adloox (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d, mw), Facebook Ads (d, mw, ma), Flashtalking (d, mw, ma), FreeWheel (d, mw, ma), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Hulu (mw, ma), Innovid (mw), Instagram Ads (mw, ma), Integral Ad Science (d, mw, ma), Markit Digital (d, mw), Meetrics (d, mw, ma), Moat (d, mw, ma), Pixalate (d, mw), S4M (mw, ma), Sizmek (d, mw, ma)</p> <p><b>Served Ad Impressions—Video:</b> Adform (d, mw, ma), Adledge (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d, mw), FreeWheel (d, mw, ma), Google AdWords (d, mw, ma), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Hulu (d, mw, ma), Innovid (d, mw), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Sizmek (d, mw, ma)</p> <p><b>Served Ad Impressions—Rich Media:</b> Flashtalking (d, mw, ma), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Hulu (d, mw, ma), Markit Digital (d, mw), S4M (mw, ma), Sizmek (d, mw, ma)</p> <p><b>Clicks:</b> Extreme Reach (d, mw), Google AdWords (d, mw, ma), Google DCM (d, mw, ma), Microsoft Bing (d), S4M (mw, ma), Sizmek (d, mw, ma)</p> <p><b>Viewable Display Ad Impressions*:</b> Adform (d, mw, ma), Adledge (d, mw), Adloox, comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Flashtalking (d), Google DCM (d, mw, ma), Google DFP, (d, mw, ma), Integral Ad Science (d, mw, ma), Markit Digital (d, mw), Meetrics (d, mw, ma), Moat (d, mw, ma), Pixalate (d), Sizmek (d)</p> <p><b>Viewable Video Ad Impressions*:</b> Adform (d, mw, ma), Adledge (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d), Google AdWords (d, mw, ma), Google DCM, (d, mw, ma), Google DFP, (d, mw, ma), Innovid (d), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Sizmek (d)</p> <p><b>Sophisticated Invalid Traffic Detection/Filtration</b> Adloox (d, mw), comScore (d, mw, ma), DoubleVerify (d, mw, ma), Google AdWords (d, mw, ma), Google DCM (d, mw), Integral Ad Science (d, mw), Meetrics (d, mw), Microsoft Bing (d), Moat (d, mw), Pixalate (d, mw), White Ops Fraud Sensor (d, mw)</p> <p><b>Other:</b> comScore vCE-Validation (Ad Verification), DoubleVerify (Ad Verification), Integral Ad Science (Ad Verification), S4M (certain mobile post-click metrics)</p>	<p><b>Unique Cookies:</b> Extreme Reach, Nielsen Digital Ad Ratings (DAR), Sizmek</p> <p><b>Unique Users:</b> comScore vCE-Audience 2.0, Nielsen DAR</p> <p><b>GRPs:</b> comScore vCE-Audience 2.0 (desktop display and video viewable impression-based GRP for age/gender and behavior-based ethnicity demo breaks), Nielsen DAR (desktop display and video viewable impression-based GRP for Integral Ad Science and Moat viewability integrations, age/sex demo breaks ages 13+)</p> <p><b>Other:</b> Digital Element NetAcuity (IP-based geographic identification for non-mobile network connected traffic)</p> <p>Triton Digital Webcast Metrics Monthly Ranker and Webcast Metrics Local Pandora implementation (audio streaming measures)</p>

**Ad Centric:** Relies on counts generated from an ad server's systems.

**User Centric:** Relies on counts derived in some fashion based on the activity of internet users.

\* Accreditation for Viewable Impressions includes accreditation for required viewability related metrics.