

Digital Metrics, Companies Accredited by MRC

Based on MRC accredited digital properties as of 2/28/18

(mw = includes mobile web environments, in addition to desktop; ma = includes mobile in-application environments, in addition to desktop)

<u>Ad Centric:</u>	<u>Site Centric:</u>	<u>User Centric:</u>
<p>Served Ad Impressions—Display: Adloox (mw), Barometric (mw, ma), Extreme Reach (mw), Flashtalking (mw, ma), Google DCM, Google DFP (mw), Hulu (mw, ma), Innovid (mw), Picalate (mw), S4M (mw, ma only), Sizmek (mw, ma)</p> <p>Served Ad Impressions—Video: Barometric (mw, ma), Extreme Reach (mw), Google DFP (mw), Hulu (mw, ma), Innovid (mw), Sizmek (mw, ma)</p> <p>Served Ad Impressions—Rich Media: Flashtalking (mw, ma), Google DFP (mw), Hulu (mw, ma), S4M (mw, ma only), Sizmek (mw, ma)</p> <p>Clicks: Barometric (mw, ma), Extreme Reach (mw), Google AdWords, Microsoft Bing, S4M (mw, ma only), Sizmek (mw, ma)</p> <p>Viewable Display Ad Impressions*: Adform (mw, ma), Adloox, comScore vCE-Validation (mw, ma), DoubleVerify (mw, ma), Flashtalking, Google ActiveView (in DFP only), Integral Ad Science (mw, ma), Meetrics (mw, ma), Moat (mw, ma), Picalate, Sizmek</p> <p>Viewable Video Ad Impressions*: Adform (mw, ma), comScore vCE-Validation (mw, ma), DoubleVerify (mw, ma), Extreme Reach, Google ActiveView (in DCM only [mw, ma]), Innovid, Integral Ad Science (mw, ma), Meetrics (mw, ma), Moat (mw, ma), Sizmek</p> <p>Sophisticated Invalid Traffic Detection/Filtration Adloox (mw), comScore (mw, ma), DoubleVerify (mw, ma), Integral Ad Science (mw), Meetrics (mw), Microsoft Bing, Picalate (mw), White Ops Fraud Sensor (mw)</p> <p>Other: comScore vCE-Validation (Ad Verification), DoubleVerify (Ad Verification), Integral Ad Science (Ad Verification), S4M (certain mobile post-click metrics)</p>	<p>Page Requests: comScore Direct</p>	<p>Unique Cookies: comScore Direct, Extreme Reach, Nielsen Digital Ad Ratings (DAR), Sizmek</p> <p>Unique Users: comScore vCE-Audience 2.0, Nielsen DAR</p> <p>GRPs: 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>Other: 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.

Site Centric: Relies on counts generated from a web property'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, including served impressions.