

The MRC released the Invalid Traffic (IVT) Detection and Filtration Guidelines Addendum October 27, 2015. The addendum can be found here:

[http://mediaratingcouncil.org/101515_IVT%20Addendum%20FINAL%20\(Versions%201.0\).pdf](http://mediaratingcouncil.org/101515_IVT%20Addendum%20FINAL%20(Versions%201.0).pdf)

For General Invalid Traffic (GIVT), accredited vendors were given 180 days after the issuance of the addendum (officially April 24, 2016) to execute against their submitted implementation plan (plans were required to be submitted 30 days after issuance of the guidelines) and file completion with their auditor organization. Substantial compliance is to be validated by the auditor organization during the next audit.

Following is a list delineating the current GIVT compliance status of each accredited vendor and whether this status is self-asserted or confirmed by our auditors (*Note: Whether or not compliance is noted as audited is largely driven by the timing of an individual service's recurring audit cycle*). Our expectation is that any noncompliant accredited organizations will work with their auditors to achieve substantial compliance within a period of approximately one year from release of the IVT Addendum or accreditation status may be impacted. As such the GIVT compliance relevant timing is as follows:

-IVT Guidelines Addendum Released	October 27, 2015
-GIVT Implementation Plans Due	November 26, 2015
-GIVT Implementation Required per Guidelines	April 24, 2016
-Interim GIVT Status Reporting	August - September 2016
-Final Deadline for Full Compliance	October 2016

This disclosure considers only GIVT compliance, which is required of all accredited digital services. It does not include SIVT status, which is eligible for separate MRC accreditation and will be noted as part of other regular MRC disclosures.

Service	GIVT Status (as of 6/29/17)
Adloox	Compliant - Audited
Adobe Primetime	Withdrew
AdYapper	Withdrew
AppNexus	Compliant - Self Asserted
Celtra	Withdrew
comScore Direct	Compliant - Audited
comScore MMX	Compliant - Audited
comScore vCE-V and Audience 2.0	Compliant - Audited
DoubleVerify	Compliant - Audited
Extreme Reach	Compliant - Audited
Flashtalking	Compliant - Audited
FreeWheel	Suspended (IVT Non-Compliance)
Gamut (N/K/A Comet)	Compliant - Self Asserted
Google AdWords	Compliant - Audited
Google DCM (including Active View)	Compliant - Self Asserted
Google DFP (including Active View)	Compliant - Audited
Innovid	Compliant - Audited
Integral Ad Science	Compliant - Audited

Service	GIVT Status (as of 6/29/17)
Markit Digital	Hiatus
Medialets	Compliant - Audited
Meetrics	Compliant - Audited
Microsoft Bing Ads	Compliant - Audited
Moat	Compliant - Audited
Nielsen DAR	Compliant - Audited
Pixalate	Compliant - Audited
RealVu	Compliant - Audited
S4M	Compliant - Audited
Sizmek	Compliant - Audited
Telemetry	Withdrew
Triton Digital	Compliant - Audited
Videology	Withdrew
Vindico	Withdrew
Visible Measures	Compliant - Audited
WebSpectator	Hiatus
WhiteOps	Compliant - Audited

Note: Bold italics represents changes from the previous status update. GIVT status of hiatus, suspended or withdrew means a service is not currently accredited.

Given the time that has elapsed since IVT Addendum GIVT compliance deadlines and the fact that a large majority of accredited services have been audited against GIVT requirements, MRC intends this to be the final GIVT Status Report we issue on a standalone basis. Going forward, a Service's current accreditation (or lack thereof) will serve as an indication of whether or not that Service is compliant with GIVT requirements.