On June 25, 2020 the MRC issued as Final an update to its Invalid Traffic (IVT) Detection and Filtration Standards (IVT 2.0). The additions and revisions in these updated Standards are intended to modernize the Invalid Traffic Detection and Filtration Guidelines Addendum, originally issued by MRC in October 2015, to more fully account for the range of invalid traffic threats and related issues that exist in today’s online environment.

You can find a copy of the updated document at: http://mediaratingcouncil.org/IVT%20Addendum%20Update%20062520.pdf

MRC-accredited digital measurers that are required to apply IVT had a one-year grace period, that began June 25, 2020 and ended June 25, 2021, to come into compliance with any applicable new or enhanced provisions included in the IVT 2.0 update. These provisions include invalid ad size and non-rendering GIVT, data center, risk assessment, decision rate and purchased traffic disclosures, up-front and discrepancy resolution requirements.

Following is a list delineating the current IVT 2.0 compliance status of each accredited measurement service: "Non-compliant" indicates a service is currently noncompliant with one or more new or enhanced provisions included in the IVT 2.0 update; Compliant status is differentiated by whether this status is self-asserted by a Service or inspected by our auditors (Note: Whether or not compliance is noted as Inspected is largely driven by the timing of an individual service's recurring audit cycle). Our expectation is that accredited organizations will work with their MRC auditors to achieve substantial compliance and for this status to be inspected within a reasonable period, or accreditation status may be impacted.

<table>
<thead>
<tr>
<th>Service</th>
<th>IVT 2.0 Status (as of 09/15/2021)</th>
<th>Service</th>
<th>IVT 2.0 Status (as of 09/15/2021)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adform</td>
<td>Compliant - Self Asserted</td>
<td>Google Campaign Manager 360</td>
<td>Non-compliant*</td>
</tr>
<tr>
<td>Adloox</td>
<td>Compliant - Self Asserted</td>
<td>Google Display &amp; Video 360</td>
<td>Non-compliant*</td>
</tr>
<tr>
<td>Amazon Advertising (Sizmek Advertising)</td>
<td>Compliant - Self Asserted</td>
<td>Google Ads</td>
<td>Non-compliant*</td>
</tr>
<tr>
<td>Comscore MMX</td>
<td>Non-compliant*</td>
<td>Hulu</td>
<td>Non-compliant*</td>
</tr>
<tr>
<td>Comscore vCE</td>
<td>Non-compliant*</td>
<td>HUMAN</td>
<td>Non-compliant*</td>
</tr>
<tr>
<td>Conversant</td>
<td>Compliant - Self Asserted</td>
<td>Innovid</td>
<td>Compliant - Self Asserted</td>
</tr>
<tr>
<td>DoubleVerify</td>
<td>Compliant - Self Asserted</td>
<td>Integral Ad Science</td>
<td>Compliant - Self Asserted</td>
</tr>
<tr>
<td>Extreme Reach</td>
<td>Compliant - Inspected</td>
<td>Meetrics</td>
<td>Compliant - Inspected</td>
</tr>
<tr>
<td>Facebook Ads</td>
<td>Compliant - Self Asserted</td>
<td>Microsoft Bing</td>
<td>Compliant - Inspected</td>
</tr>
<tr>
<td>Flashtalking</td>
<td>Non-compliant*</td>
<td>Method Media Intelligence (MMI)</td>
<td>Compliant - Self Asserted</td>
</tr>
<tr>
<td>Foursquare</td>
<td>Compliant - Self Asserted</td>
<td>Oracle Contextual Intelligence</td>
<td>Compliant - Self Asserted</td>
</tr>
<tr>
<td>FreeWheel</td>
<td>Compliant - Self Asserted</td>
<td>Oracle Moat</td>
<td>Compliant - Inspected</td>
</tr>
<tr>
<td>Google YouTube Reserve</td>
<td>Non-compliant*</td>
<td>Pixalate</td>
<td>Compliant - Self Asserted</td>
</tr>
<tr>
<td>Google Ad Manager</td>
<td>Non-compliant*</td>
<td>Pinterest</td>
<td>Compliant - Inspected</td>
</tr>
<tr>
<td>Google Ads Data Hub</td>
<td>Non-compliant*</td>
<td>Protected Media</td>
<td>Compliant - Inspected</td>
</tr>
</tbody>
</table>

* All accredited services listed as "Non-compliant" have presented plans to MRC for full IVT 2.0 compliance, but with one or more required areas in process as of this update.