

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.

Service	IVT 2.0 Status (as of 09/15/2021)
Adform	Compliant - Self Asserted
Adloox	Compliant - Self Asserted
Amazon Advertising (Sizmek Advertising)	Compliant - Self Asserted
Comscore MMX	Non-compliant*
Comscore vCE	Non-compliant*
Conversant	Compliant - Self Asserted
DoubleVerify	Compliant - Self Asserted
Extreme Reach	Compliant - Inspected
Facebook Ads	Compliant - Self Asserted
Flashtalking	Non-compliant*
Foursquare	Compliant - Self Asserted
FreeWheel	Compliant - Self Asserted
Google YouTube Reserve	Non-compliant*
Google Ad Manager	Non-compliant*
Google Ads Data Hub	Non-compliant*

Service	IVT 2.0 Status (as of 09/15/2021)
Google Campaign Manager 360	Non-compliant*
Google Display & Video 360	Non-compliant*
Google Ads	Non-compliant*
Hulu	Non-compliant*
HUMAN	Non-compliant*
Innovid	Compliant - Self Asserted
Integral Ad Science	Compliant - Self Asserted
Meetrics	Compliant - Inspected
Microsoft Bing	Compliant - Inspected
Method Media Intelligence (MMI)	Compliant - Self Asserted
Oracle Contextual Intelligence	Compliant - Self Asserted
Oracle Moat	Compliant - Inspected
Pixelate	Compliant - Self Asserted
Pinterest	Compliant - Inspected
Protected Media	Compliant - Inspected

**Note: Bold italics represent changes from the previous status update.**

**\* 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.**