

Background: This chart represents the status of large digital platforms (social and retail media) as requested by MRC's members against key areas of MRC auditing beyond base counting. Additional digital platforms may be added in the future.

Accredited across all possible platforms
Accredited across specific platforms, as outlined
In accreditation process. Not yet accredited
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DW = Desktop Web
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CTV= Connected TV

Updated: 7/9/2026

Company	Service/ Platform	Inventory Type	1P Viewability	3P Viewability	SIVT	Digital Audience	1P Content-Level Brand Safety	3P Content-Level Brand Safety	Outcomes	Auctions (Issued final Jan 2026)
Amazon	Sponsored Products ¹	Top of Search			Total Reporting (all devices)					
		Rest of Search			Total Reporting (all devices)					
		Product Page			Total Reporting (all devices)					
		Off-Amazon								
	DSP	Retail	DW, MW, MA	DW, MW, MA (\$25 Integration)						
		IMDb	DW, MW, MA	DW, MW, MA (\$25 Integration)						
		FireTV								
		Amazon Publisher Services (APS)	DW, MW, MA	DW, MW, MA (\$25 Integration)			DW, MW			
		Third-party Exchanges (3PX)	DW, MW, MA	DW, MW, MA (\$25 Integration)			DW, MW			
		Streaming (Twitch, Prime Video)								
		Alexa	Connected Devices							
Google	Google Ad Manager	In-stream Video (Reservation Non-YouTube)	DW, MW, MA							
		Display/ Rich Media	DW, MW, MA							
Google	CM360	In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA, CTV					
		In-stream Video (Non-YouTube or Non-GVP)	DW, MW, MA		DW, MW					
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA					
		Display/ Rich Media	DW, MW, MA		DW, MW					
Google	DV360	In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA, CTV		Google's YouTube content-level brand safety and suitability (inventory monetization tiers) processes and controls ^{AA}	Zefr's Independent URL classification - Content-level Brand Safety and Suitability labelling and reporting of YouTube English-language content (volumetric data unaccredited) - DW, MW, MA, CTV		
								IAS' Content-Level Brand Safety and Suitability classification for Google YouTube content in English and Spanish - DW, MW, MA		
		In-stream Video (Non-YouTube or Non-GVP)	DW, MW, MA		DW, MW					
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA					
		Display/ Rich Media	DW, MW, MA		DW, MW					
		YouTube Shorts (Feed only)			DW, MW, MA, CTV		Google's YouTube content-level brand safety and suitability (inventory monetization tiers) processes and controls ^{AA}			
		In-Feed Video								
		Masthead								

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Google	Google Ads	In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA				Google's YouTube content-level brand safety and suitability (inventory monetization tiers) processes and controls^^	Zefr's Independent URL classification - Content-level Brand Safety and Suitability labelling and reporting of YouTube English-language content (volumetric data unaccredited) - DW, MW, MA, CTV		
		YouTube Shorts (Feed only)								
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA							
		Display (YT, Gmail, AdSense publisher partners)								
		Search (GMaps, Google.com, AdSense publisher partners)								
		In-Feed								
		Outstream								
		Pause								
		Audio								
		Masthead								
		YouTube TV								
		YouTube Kids								
Google	Google ADH	In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA; BigQuery	DW, MW, MA; 3P Passthrough Reporting and API; 3P Pipeline Audited Successfully	DW, MW, MA					
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA; BigQuery	DW, MW, MA; 3P Passthrough Reporting and API	DW, MW, MA					
		Display/ Rich Media								
		Video In-Feed								
		Masthead Video								
		YouTube TV								
		YouTube Kids								
		YouTube Shorts								
LinkedIn	LinkedIn Marketing Solutions	All placement types								

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Meta	Facebook Ads	FB Feed (Video)	UI: MA Report Export: DW, MW, MA UI: DW	DW, MW, MA Pipeline Audited Successfully	DW, MW, MA			DW, MW, MA	
		FB Feed (Display)		DW, MW, MA Pipeline Audited Successfully	DW, MW, MA			DW, MW, MA	
		FB In-stream Reels Display (Mid-Post-roll; inclusive of Live)			MA			MA	
		FB In-stream Reels Video (Mid-Post-roll; inclusive of Live)	MA	MA Pipeline Audited Successfully	MA			MA	
		FB Right Column			DW				
		FB Reels (Display)		MW, MA	MW, MA				
		FB Reels (Video)		DW, MA	DW, MW, MA				
		FB Profile Feed							
		FB Marketplace							
		FB In-stream Ads on FB Reels							
		FB Notifications							
		FB Messenger							
		Audience Network							
		FB Stories							
		FB Search Results							
		FB Business Explore							
Meta	Instagram Ads	IG Feed (Video)	UI: MA Report Export: DW, MW, MA UI: DW, MW	MA Pipeline Audited Successfully	DW, MW, MA			DW, MW, MA DW, MW, MA	
		IG Feed (Display)		MA Pipeline Audited Successfully	DW, MW, MA				
		IG Feed Contextual Ads (Video)	UI: DW, MW, MA Report export: DW, MW, MA	MA	DW, MW, MA				
		IG Feed Contextual Ads (Display)		MA	DW, MW, MA				
		IG Stories (Video)	UI: MA Report Export: DW, MW, MA UI: DW, MW	MA Pipeline Audited Successfully	DW, MW, MA				
		IG Stories (Display)		MA Pipeline Audited Successfully	DW, MW, MA				
		IG Reels (Display - Adjacent/post-roll)		MA	MA				
		IG Reels (Video - Adjacent/post-roll)		MA	MA				
		IG Profile Feed							
		IG Explore							
		IG Search Results							
		IG Messenger							
		Audience Network							

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Pinterest	Pinterest Ads Manager	Standard Pin			DW, MW, MA				
		Carousel Pin (Display Only)			DW, MA				
		Shopping (Product) Pin (Display Only)			DW, MW, MA				
		Collections Pin (Display Only)			MA				
		Quiz Ads (Display Only)			MA				
		Showcase Ads (Display Only)			MA				
		Lead Ads							
		Local Inventory Ads							
		Collage Ads							
		Video Ads							
		Idea Pin							
		Premier Spotlight Ads							
Snap	Snap Ads Manager	Snap Ads (inclusive of commercials)	MA						
		Story Ads							
		Collection Ads							
		Lenses							
Walmart	Sponsored Search	Sponsored Brands Display							
		Sponsored Products Display							
		Sponsored Video							
	Onsite Display	Onsite Display	DW, MW, MA						
		Other placement types not listed above							
				DoubleVerify's measurement and reporting of Video ads served to TikTok - MA					
TikTok	TikTok Platform	All placement types							
X	X	All inventory types	Platform Not in MRC Audit						

NOTE: This chart is not reflective of each digital platforms' full accreditation scope, it only relates to the 5 core areas specified . To better understand each platforms full accreditation scope, please reference the accreditation letter linked below each service on the MRC website.

*Languages: Arabic, Hindi, Marathi, Tamil, Assamese, Italian, Oriya (Odia), Telugu, Bengali, Indonesian, Polish, Thai, Bhojpuri, Japanese, Portuguese, Turkish, Dutch, Kannada, Punjabi, Ukrainian, English, Khmer, Romanian, Urdu, French, Korean, Russian, Vietnamese, German, Malay, Spanish, Gujarati, Malayalam, Swedish, Hebrew, Mandarin, Tagalog

**Languages: English and Spanish

^DV, and IAS both accredited

^^YouTube brand safety excludes live stream and embedded videos

¹Amazon Sponsored Products includes display/search ads only (no video) for clicks (gross, net of GIVT & SIVT)