



PRESS
INFORMATION

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Status Update: MRC Auditing of Google's YouTube Measurement Platform

New York, NY (June 28, 2017) – As announced in February 2017, the Media Rating Council (MRC) has begun a process to audit measurements produced by Google's YouTube platform. This notice summarizes the current status of these efforts.

An agreement is formally in place between MRC and Google for auditing and accreditation consideration of metrics produced by Google's YouTube 3rd Party integrated measurement reporting, and this audit work has commenced. The audit will include an examination of the collection and processing of data that is fed to 3rd party measurement vendors. This data will form the basis for downstream calculations of viewable impression measurements, as well as associated measured and viewable rate calculations by the 3rd party vendors, all based on the MRC's *Viewable Impression Measurement Guidelines*' definitions. All of YouTube's in-stream video inventory, inclusive of all its "TrueView" in-stream ad inventory, will be covered in this auditing; while YouTube's internally calculated TrueView metrics are not part of the current audit's scope, discussions have occurred about submitting these at a future date.

Related to the current auditing, MRC will perform separate assessments of the ingestion and reporting processes utilized for the YouTube data feed by those 3rd party vendors that are integrated with YouTube, which include DoubleVerify, Integral Ad Science, and Moat. Each of these vendors is currently accredited by MRC for their standard measurement integrations, although not for their customized integrations with YouTube.

The YouTube 3rd Party integrated measurement reporting audit will be conducted over the next several months. At this time, an MRC audit committee review is anticipated to occur in late Q3 or early Q4 of this year.

Finally, MRC has begun work to expand its audit and accreditation processes of Google to consider brand safety procedures as performed within YouTube and other in-scope Google platforms. This work is planned to occur in parallel with the above-noted auditing. In addition, Google is already currently accredited by MRC for multiple metrics reported within several of its advertising platforms, including display ad viewability metrics within DFP, video ad viewability measurements in DCM, and clicks in AdWords.

MRC will provide further updates on the status of the YouTube engagements as future events warrant.

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