



## **Status Update on MRC's Audit of Twitter's Ad Measurement Platform**

New York, NY (December 14, 2018) – The Media Rating Council (MRC) announced today an update on the status of its audit of Twitter's ad measurement platform, and the current timeline expectations for its completion.

Twitter entered into the MRC's accreditation process in the late 2017, when it [formally applied for accreditation](#) of a group of select measurement metrics. A formal pre-assessment of Twitter's ad platform was conducted in early 2018 by an independent CPA firm engaged by the MRC. A report based on this pre-assessment was reviewed by the MRC Staff in May, and an audit plan was developed based on the pre-assessment findings.

The next phase of the accreditation process will be the initiation of a full audit. However, the start of this audit has been delayed from the originally planned timetable. Twitter is currently refactoring parts of its advertising technology platform, elements of which are tied to the metrics Twitter has submitted for MRC's accreditation consideration. Because of this, it is now expected that the MRC's audit will commence in early Q2 2019, with an audit report expected for an MRC committee's consideration in Q3 2019.

The MRC's audit will cover metrics included in the data feeds Twitter prepares for third-party measurers, as well as its own reporting of certain metrics. It is expected that the ingestion and processing of the Twitter data feeds by the third parties will also be audited separately by MRC, to allow for an end-to-end consideration of Twitter metrics as reported through these third-party environments. The metrics currently in scope for the MRC's audit are Twitter's gross and net Tweet impression counts (including earned impressions), as well as Twitter's measurements of Viewable video impressions, and Tweet sessions and Video sessions (and related duration metrics).

The MRC will issue further updates on the status of its auditing of Twitter as future events warrant.

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