

Digital Metrics, Companies Accredited by MRC

Based on MRC accredited digital properties as of 4/18/17

(mw = includes mobile web environments, in addition to desktop; ma = includes mobile in-application environments, in addition to desktop)

<u>Ad Centric:</u>	<u>Site Centric:</u>	<u>User Centric:</u>
<p>Served Ad Impressions—Display: Comet, Extreme Reach (mw), Google DCM, Google DFP (mw), Innovid (mw), Medialets (mw, ma only), S4M (mw, ma only), Sizmek (mw, ma), Visible Measures</p> <p>Served Ad Impressions—Video: Extreme Reach (mw), Google DFP (mw), Innovid (mw), Medialets (mw, ma only), Sizmek (mw, ma), Visible Measures</p> <p>Served Ad Impressions—Rich Media: Flashtalking, Google DFP (mw), Medialets (mw, ma only), RealVu, S4M (mw, ma only), Sizmek (mw, ma)</p> <p>Clicks: Extreme Reach (mw), Google AdWords, Medialets (mw, ma only), Microsoft Bing, S4M (mw, ma only), Sizmek (mw, ma)</p> <p>Viewable Display Ad Impressions*: Adloox, AppNexus, comScore vCE-Validation (mw, ma), DoubleVerify (mw, ma), Flashtalking, Google ActiveView (in DFP only), Integral Ad Science (mw, ma), Meetrics, Moat (mw, ma), Pixalate, RealVu, Sizmek, WebSpectator</p> <p>Viewable Video Ad Impressions*: comScore vCE-Validation (mw, ma), DoubleVerify (mw, ma), Extreme Reach, Google ActiveView (in DCM only [mw, ma]), Innovid, Integral Ad Science (mw, ma), Meetrics, Moat (mw, ma), Sizmek, Visible Measures</p> <p>Sophisticated Invalid Traffic Detection/Filtration Adloox, comScore (mw), DoubleVerify (mw), Integral Ad Science (mw), White Ops Fraud Sensor (mw)</p> <p>Other: comScore vCE-Validation (Ad Verification), DoubleVerify (Ad Verification), Integral Ad Science (Ad Verification), S4M (certain mobile post-click metrics), Visible Measures (online video ad measures, and display-like ad viewability)</p>	<p>Page Views: WebSpectator</p> <p>Page Requests: comScore Direct</p>	<p>Unique Cookies: comScore Direct, Extreme Reach, Nielsen Digital Ad Ratings (DAR), Sizmek, WebSpectator</p> <p>Unique Users: comScore vCE-Audience 2.0, Nielsen DAR</p> <p>GRPs: comScore vCE-Audience 2.0 (desktop display and video viewable impression-based GRP for age/gender and behavior-based ethnicity demo breaks), Nielsen DAR (desktop display and video viewable impression-based GRP for Integral Ad Science and Moat viewability integrations, age/sex demo breaks ages 13+)</p> <p>Other: Digital Element NetAcuity (IP-based geographic identification for non-mobile network connected traffic)</p> <p>Triton Digital Webcast Metrics Monthly Ranker and Webcast Metrics Local Pandora implementation (audio streaming measures)</p> <p>WebSpectator (Real Time Users)</p>

Ad Centric: Relies on counts generated from an ad server's systems.

Site Centric: Relies on counts generated from a web property's systems.

User Centric: Relies on counts derived in some fashion based on the activity of internet users.

* Accreditation for Viewable Impressions includes accreditation for required viewability related metrics, including served impressions.