

Digital Metrics, Companies Accredited by MRC

Based on MRC accredited digital properties as of 12/3/18

(d = desktop; mw = mobile web; ma = mobile in-application; OTT = connected video)

<u>Ad Centric:</u>	<u>User Centric:</u>
<p>Served Ad Impressions—Display: Adform (d, mw, ma), Adledge (d, mw), Adloox (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Facebook Ads (d, mw, ma), Forensiq (d, mw, ma), Flashtalking (d, mw, ma), FreeWheel (d, mw, ma), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Hulu (mw, ma), Innovid (mw), Instagram Ads (mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Picalate (d, mw, ma), Protected Media (d, mw, ma), S4M (mw, ma)</p> <p>Served Ad Impressions—Video: Adform (d, mw, ma), Adledge (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d, mw), Forensiq (d, mw, ma), FreeWheel (d, mw, ma), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Hulu (d, mw, ma), Innovid (d, mw, ma, OTT), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Picalate (d, mw, ma, OTT), Protected Media (d, mw, ma)</p> <p>Served Ad Impressions—Rich Media: Flashtalking (d, mw, ma), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Hulu (d, mw, ma), S4M (mw, ma)</p> <p>Clicks: Extreme Reach (d, mw), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Microsoft Bing (d, mw), S4M (mw, ma)</p> <p>Viewable Display Ad Impressions*: Adform (d, mw, ma), Adledge (d, mw), Adloox (mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Flashtalking (d), Forensiq (d, mw), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Picalate (d, mw, ma), Protected Media (d, mw, ma)</p> <p>Viewable Video Ad Impressions*: Adform (d, mw, ma), Adledge (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d), Forensiq (d, mw), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Innovid (d, mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Protected Media (d, mw, ma)</p> <p>Sophisticated Invalid Traffic Detection/Filtration Adloox (d, mw), comScore (d, mw, ma), DoubleVerify (d, mw, ma), Forensiq (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw), Integral Ad Science (d, mw), Meetrics (d, mw), Microsoft Bing (d, mw), Moat (d, mw), Picalate (d, mw, ma, OTT), Protected Media (d, mw, ma), White Ops Fraud Sensor (d, mw)</p> <p>Other: comScore vCE-Validation (Ad Verification), DoubleVerify (Ad Verification), Integral Ad Science (Ad Verification), S4M (certain mobile post-click metrics)</p>	<p>Unique Cookies: Nielsen Digital Ad Ratings (DAR)</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>

Ad Centric: Focused on counts related to ad delivery and interactions

User Centric: Focused on the activity of internet users and their exposure to ads or content.

* Accreditation for Viewable Impressions includes accreditation for required viewability related metrics.