

Large Digital Platforms Engaged in MRC Audits:
MRC Process Status as of March 2020

Green = Process Completed	
Yellow = Currently In Process	
Red = Not Begun	
Orange = Special Circumstances	
Facebook	Status
1. Viewability/Data Pipeline	Audit completed; accreditation dependent on completion of 3rd party vendor audit
1a. Integrated 3rd Party Viewability Vendors	Audits in process of DoubleVerify, Integral Ad Science, Moat
2. SIVT	Audit in process
3. Audience	
4. Brand Safety	
Instagram	Status
1. Viewability/Data Pipeline	Audit completed; accreditation dependent on completion of 3rd party vendor audit
1a. Integrated 3rd Party Viewability Vendors	Audits in process of DoubleVerify, Integral Ad Science, Moat
2. SIVT	Audit in process
3. Audience	
4. Brand Safety	
Google YouTube	Status
1. Viewability/Data Pipeline **	Audit completed; accreditation dependent on completion of 3rd party vendor audit
1a. Integrated 3rd Party Viewability Vendors	Audits in process of DoubleVerify, Integral Ad Science
2. SIVT	Audit in process
3. Audience	
4. Brand Safety	Audit in process
(** = to be replaced in 2020 by Google ADH)	
Twitter	Status

Note: MRC policies allow for a confidential pre-audit without public disclosure of in-process status for first-time auditees.

Large Digital Platforms Engaged in MRC Audits:
MRC Process Status as of March 2020

1. Viewability/Data Pipeline	Pre-audit completed; audit delayed until completion of Twitter systems upgrade project
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	
3. Audience	
4. Brand Safety	
Snapchat	Status
1. Viewability (1st party reported)	Audit completed; project was then paused at Snap's request, as Snap plans to make platform changes that will affect audited metrics
2. SIVT	
3. Audience	
4. Brand Safety	
Pinterest	Status
1. Viewability/Data Pipeline	Audit in process
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	
3. Audience	
4. Brand Safety	

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