

The Media Rating Council (MRC) and Interactive Advertising Bureau (IAB) released updated Ad Impression Measurement Guidelines October 31, 2017 as a result of MRC's collaboration with the IAB Tech Lab's Modernizing Measurement Task Force. The announcement related to these updated Guidelines can be found here:

http://mediaratingcouncil.org/103117%20MRC%20MMTF%20Release_Final.pdf

These updated guidelines included a provision to move to require services to count a "served" ad impression only once the ad begins to render (BTR), effectively shifting the measurement of served Display ad impressions to a later point in the ad serving process. This change provides greater assurance to advertisers that the ad was actually delivered to a device, and was not subject to delivery interruptions such as those posed by ad blocking, pre-rendering, or latency effects. It also creates a more appropriate basis for other important ad delivery measures, such as viewable impressions, as well as other analytical metrics that are based on the initial delivery of the ad content. In addition, the change to a BTR requirement for Display impressions aligned the counting criteria with those for Digital Video served ad impressions, which have historically employed a BTR measurement requirement.

On October 30, 2018 the MRC announced an extension to the grace period for MRC accredited digital services to become compliant with the new BTR requirements for digital display served ad impression measurement. Accredited services received an additional 90 days in which to become fully compliant with these new provisions of the updated Ad Impression Measurement Guidelines. While the MRC originally announced a one-year grace period for adoption at the time the Guidelines were released, which was scheduled to expire on October 31, 2018, the extension shifted the deadline for mandatory adoption of the updated guidelines' requirements to January 31, 2019. MRC extended the deadline because of the complexities the change involves, and to allow some additional time to facilitate an orderly transition.

Following is a list delineating the current BTR compliance status of each vendor (confirmed as part of audits) accredited by MRC for Display Impressions (served) and detail related to those not yet achieving compliance.

| Service | Audited BTR Status (as of 6/18/19) |
|-------------------------|-------------------------------------|
| AdForm | Fully Compliant |
| Adloox | Fully Compliant |
| comScore vCE-V | Fully Compliant |
| DoubleVerify | Fully Compliant |
| Facebook/Instagram Ads | Fully Compliant |
| Forensiq | Fully Compliant |
| Flashtalking | Fully Compliant |
| FreeWheel | Fully Compliant |
| Google Ad Manager | Noncompliant - Proposal In Process* |
| Google Campaign Manager | Noncompliant - Proposal In Process* |

| Service | Audited BTR Status (as of 6/18/19) |
|------------------------------|-------------------------------------|
| Google Display and Video 360 | Noncompliant - Proposal In Process* |
| Hulu | Fully Compliant |
| Integral Ad Science | Fully Compliant |
| Meetrics | Fully Compliant |
| Moat | Fully Compliant |
| Nielsen DAR | Noncompliant - Proposal In Process* |
| Pixelate | Fully Compliant |
| Protected Media | Fully Compliant |
| Sizmek | Fully Compliant |
| White Ops | Fully Compliant |

*MRC is in discussions with these organizations related to review of submitted proposals and solutions; compliance efforts are in process.