

Background: This chart represents the status of large digital platforms (social and retail media) as requested by MRC's members against key areas of MRC auditing beyond base counting. Additional digital platforms may be added in the future.

LEGEND:	
	Accredited across all possible platforms
	Accredited across specific platforms, as outlined
	In accreditation process. Not yet accredited
	Not accredited nor in-process

DW = Desktop Web
MW = Mobile Web
MA = Mobile In-App
CTV= Connected TV

Company	Service/ Platform	Inventory Type	1P Viewability	3P Viewability	SIVT	Digital Audience	Content-Level Brand Safety	Outcomes
Amazon	Sponsored Products ¹	Top of Search			Total Reporting (all devices)			
		Rest of Search			Total Reporting (all devices)			
		Product Page			Total Reporting (all devices)			
		Off-Amazon						
	DSP	Retail	DW, MW, MA	DW, MW, MA				
		IMDb	DW, MW, MA	DW, MW, MA				
		FireTV						
		Amazon Publisher Services (APS)	DW, MW, MA	DW, MW, MA				
		Third-party Exchanges (3PX)	DW, MW, MA	DW, MW, MA				
		Streaming (Twitch, Prime Video)						
		Alexa	Connected Devices					
Google	Google Ad Manager	In-stream Video (Reservation Non-YouTube)	DW, MW, MA					
		Display/ Rich Media	DW, MW, MA					
	CM360	In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA, CTV			
		In-stream Video (Non-YouTube or Non-GVP)	DW, MW, MA		DW, MW			
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA			
		Display/ Rich Media	DW, MW, MA		DW, MW			
	DV360						Google's YouTube content-level brand safety and suitability (inventory monetization tiers) processes and controls ^{AA}	
		In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA, CTV			
		In-stream Video (Non-YouTube or Non-GVP)	DW, MW, MA		DW, MW			
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA			
		Display/ Rich Media	DW, MW, MA		DW, MW			
		In-Feed Video						
	Google Ads	Masthead						
							Google's YouTube content-level brand safety and suitability (inventory monetization tiers) processes and controls ^{AA}	
		In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA, CTV			
							Google's YouTube content-level brand safety and suitability (inventory monetization tiers) processes and controls ^{AA}	
		YouTube Shorts (Feed only)			DW, MW, MA, CTV			
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA		DW, MW, MA, CTV			
		Display (YT, Gmail, AdSense publisher partners)			DW, MW, MA			
		Search (GMaps, Google.com, AdSense publisher partners)			DW, MW, MA			
		In-Feed						
		Outstream						
		Pause						
		Audio						
		Masthead						
		YouTube TV						
		YouTube Kids						
	Google ADH							
		In-stream Video (YouTube skippable, non-skippable and bumper)	DW, MW, MA BigQuery	DW, MW, MA 3P Passthrough Reporting and API	DW, MW, MA			
		In-stream Video (GVP skippable, non-skippable and bumper)	DW, MW, MA BigQuery	DW, MW, MA 3P Passthrough Reporting and API	DW, MW, MA			
		Display/ Rich Media						
		Video In-Feed						
		Masthead Video						
		YouTube TV						
		YouTube Kids						
		YouTube Shorts						

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LinkedIn	LinkedIn Marketing Solutions	All placement types						
Meta	Facebook Ads		UI: MA Report Export: DW, MW, MA	DW, MW, MA Pipeline Audited Successfully	DW, MW, MA		DW, MW and MA**	
		FB Feed (Video)		DW, MW, MA Pipeline Audited Successfully	DW, MW, MA		DW, MW and MA**	
		FB Feed (Display)						
		FB Video Feed	UI: MA Report Export: MW, MA	MW, MA Pipeline Audited Successfully	MW, MA			
		FB In-stream Video	MA	MA Pipeline Audited Successfully	MA		DW, MW and MA*	
		FB Right Column			DW			
		FB Reels			DW, MW, MA			
		FB Messenger						
		Audience Network						
		FB Stories						
		FB Search Results						
		FB Business Explore						
	Instagram Ads		UI: MA Report Export: DW, MW, MA	MA Pipeline Audited Successfully	DW, MW, MA		MA**	
		IG Feed (Video)		MA Pipeline Audited Successfully	DW, MW, MA		MA**	
		IG Feed (Display)						
		IG Stories	Display: MA (excludes DW, MW) Video: DW, MW, MA	MA Pipeline Audited Successfully^	DW, MW, MA			
		IG Reels			MA			
		IG Explore						
		IG Search Results						
		IG Messenger						
		Audience Network						
Pinterest	Pinterest Ads Manager	All placement types						
Snap	Snap Ads Manager	Snap Ads (inclusive of commercials)	MA					
		Story Ads	MW					
		Collection Ads						
		Lenses						
Walmart	Sponsored Search	Sponsored Brands Display						
		Sponsored Products Display						
		Sponsored Video						
	Onsite Display	All placement types						
TikTok	TikTok Platform	All placement types						
X	X	All inventory types						

NOTE: This chart is not reflective of each digital platforms' full accreditation scope, it only relates to the 5 core areas specified . To better understand each platforms full accreditation scope, please reference the accreditation letter linked below each service on the MRC website.

*Languages: Arabic, Hindi, Marathi, Tamil, Assamese, Italian, Oriya (Odia), Telugu, Bengali, Indonesian, Polish, Thai, Bhojpuri, Japanese, Portuguese, Turkish, Dutch, Kannada, Punjabi, Ukrainian, English, Khmer, Romanian, Urdu, French, Korean, Russian, Vietnamese, German, Malay, Spanish, Gujarati, Malayalam, Swedish, Hebrew, Mandarin, Tagalog

**Languages: English and Spanish

^DV, and IAS both accredited

^^YouTube brand safety excludes live stream and embedded videos

¹Amazon Sponsored Products includes display/search ads only (no video) for clicks (gross, net of GIVT & SIVT)