



## **MRC Updates the Status of Its Audit of YouTube's 3<sup>rd</sup> Party Integrated Viewability Measurement**

New York, NY (August 11, 2020): The Media Rating Council (MRC) today announced an update to the status of its auditing related to Google's YouTube 3<sup>rd</sup> Party integrated viewability measurement reporting.

This audit was originally designed as an end-to-end assessment of Google's 1<sup>st</sup> Party collection and processing of YouTube measurement data, the transfer of this data to 3<sup>rd</sup> Party viewability vendors (including DoubleVerify, Integral Ad Science and Oracle Moat), and those 3<sup>rd</sup> parties' ingestion of this data, from which they could independently calculate and report ad viewability metrics ([see MRC release dated June 28, 2017](#) for additional detail). While MRC's audit of the Google responsibilities of this two-part auditing process was successfully completed in 2018, accreditation of the end-to-end process was still pending completion of auditing of the 3<sup>rd</sup> Party vendors' responsibilities.

However, because Google has recently moved to transition all 3<sup>rd</sup> Party vendors to its Ads Data Hub (ADH) platform for the processing of granular first Party measurement data of Google properties, and away from the server-to-server transmission approach previously utilized for this viewability data, MRC's previous auditing of the Google side of the YouTube 3<sup>rd</sup> Party integrated viewability measurement reporting process has, in effect, been rendered obsolete. Therefore, a new audit of the Google 1<sup>st</sup> Party ADH processes must be executed and successfully completed before MRC can grant accreditation to any 3<sup>rd</sup> Party vendor that might successfully complete an audit for its reporting of YouTube data. Google has committed to submit these new ADH processes as they pertain to 3<sup>rd</sup> Party viewability measurement to MRC for auditing on an expedited basis. This auditing is expected to commence in the current calendar quarter. Also, it should be noted that MRC also is currently auditing certain other Google 1<sup>st</sup> Party ADH measurement processes, which are separate and distinct from the viewability processes for integrated 3<sup>rd</sup> Party reporting that are noted above.

In addition, Google has agreed in principle to an MRC audit of the ADH instrumentations for 3<sup>rd</sup> Party audience measurement, but this auditing will take place on a later timeline.

MRC will provide additional updates on the status of its YouTube 3<sup>rd</sup> Party Integrated Viewability Measurement reporting as events warrant.

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### **About MRC**

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC

Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediatingcouncil.org](http://www.mediatingcouncil.org).

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