

# Digital Metrics, Companies Accredited by MRC

Based on MRC accredited digital properties as of 2/24/17

(mw = includes mobile web environments, in addition to desktop; ma = includes mobile in-application environments, in addition to desktop)

<u>Ad Centric:</u>	<u>Site Centric:</u>	<u>User Centric:</u>
<p><b>Served Ad Impressions—Display:</b> Extreme Reach (mw), Gamut, Google DCM, Google DFP, Innovid, Medialets (mw, ma only), S4M (mw, ma only), Sizmek (mw, ma), Visible Measures</p> <p><b>Served Ad Impressions—Video:</b> Extreme Reach (mw), Google DFP (mw), Innovid, Medialets (mw, ma only), Sizmek (mw, ma), Visible Measures</p> <p><b>Served Ad Impressions—Rich Media:</b> Flashtalking, Google DFP (mw), Medialets (mw, ma only), S4M (mw, ma only), Sizmek (mw, ma)</p> <p><b>Clicks:</b> Extreme Reach (mw), Gamut, Google AdWords, Medialets (mw, ma only), Microsoft Bing, S4M (mw, ma only), Sizmek (mw, ma)</p> <p><b>Viewable Display Ad Impressions*:</b> Adloox, AppNexus, comScore vCE-Validation (mw, ma), DoubleVerify, Flashtalking, Google ActiveView (in DFP only)**, Integral Ad Science (mw, ma), Meetrics, Moat (mw, ma), Picalate, RealVu, Sizmek, WebSpectator</p> <p><b>Viewable Video Ad Impressions*:</b> comScore vCE-Validation (mw, ma), DoubleVerify, Extreme Reach, Google ActiveView (in DCM only [mw, ma]), Innovid, Integral Ad Science (mw, ma), Meetrics, Moat (mw, ma), Sizmek, Visible Measures</p> <p><b>Sophisticated Invalid Traffic Detection/Filtration</b> Adloox, comScore (mw), Integral Ad Science (mw), White Ops Fraud Sensor (mw)</p> <p><b>Other:</b> comScore vCE-Validation (Ad Verification), DoubleVerify (Ad Verification), Integral Ad Science (Ad Verification), S4M (certain mobile post-click metrics), Visible Measures (online video ad measures, and display-like ad viewability)</p> <p>** = Google DFP ActiveView display ad viewability accreditation is for Viewable Impression counts; accreditation for display ad viewability-related statistics (measured rate, viewable rate, impression distribution) currently suspended.</p>	<p><b>Page Views:</b> WebSpectator</p> <p><b>Page Requests:</b> comScore Direct</p>	<p><b>Unique Cookies:</b>, comScore Direct, Extreme Reach, Nielsen Digital Ad Ratings (DAR), Sizmek, WebSpectator</p> <p><b>Unique Users:</b> comScore vCE-Audience 2.0, Nielsen DAR</p> <p><b>GRPs:</b> 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 served impression-based GRP, age/sex demo breaks other than ages 2-12)</p> <p><b>Other:</b> 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> <p>WebSpectator (Real Time Users)</p>

**Ad Centric:** Relies on counts generated from an ad server's systems.

**Site Centric:** Relies on counts generated from a web property's systems.

**User Centric:** Relies on counts derived in some fashion based on the activity of internet users.

\* Accreditation for Viewable Impressions includes accreditation for required viewability related metrics, including served impressions.