

CESP Visibility Grid update (27/12/17)

Note that this grid is based on CESP trust in all information shared by vendors.



New section: regarding Brand Safety and Invalid Traffic (IVT)												
1) Has your solution been accredited by MRC for Brand Safety ? (yes / no) <i>Note that MRC Brand Safety accreditation focuses on classification of the safety of web pages through the use of text analysis on the page to date. MRC is in the process of considering what should be created as additional guidance for video ad verification.</i>	No	No	No	No	No	No	Yes	Yes	No	Yes	Yes	No
a) If yes, when was your last accreditation for Brand Safety?							Initial accreditation: August 2012; Renewed annually thereafter.	Initial accreditation: February 2017		2016 (renewed annually since 2012)	2016	
b) If yes, are you planning a renewal process with MRC in order to take into account the update of their recommendations?							We intend to remain in the process on an ongoing basis. As the guidelines evolve, yes, we will support the new requirements.	We intend to remain in the process on an ongoing basis. As the guidelines evolve, yes, we will support the new requirements.		Yes, renewed every year since	Yes, renewed every year since	
c) If no, are you in the process of being accredited by MRC for Brand Safety?	No (in 2018)	No (in 2018)	No (in 2018)						This will be included in the current renewal audit now underway. In-App Brand Safety is targeted for release in January 2018. This will include support for TAG's new anti piracy solution as well as proprietary comScore Brand Protection/Brand Safety capabilities endemic to current desktop/mobile web offerings.			Yes, currently going on
3) Has your solution been accredited by MRC for Sophisticated IVT filtration? (yes / no)	No	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No
a) If yes, when was your last accreditation?				2017	2017		Initial accreditation: November 2016; Renewed annually thereafter.	Initial accreditation: November 2016; Renewed annually thereafter.	Initial accreditation: December 2017; Renewed annually thereafter.	2016	2016	
b) If yes, are you accredited for the latest guidelines published by the MRC?				Yes	Yes		Yes	Yes	Yes	Yes	Yes	
c) If no, are you in the process of being accredited by MRC for SIVT?	No	No	No			Yes, currently going on						Yes

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New section: regarding Brand Safety and Invalid Traffic (IVT)									
1) Has your solution been accredited by MRC for Brand Safety ? (yes / no) <i>Note that MRC Brand Safety accreditation focuses on classification of the safety of web pages through the use of text analysis on the page to date. MRC is in the process of considering what should be created as additional guidance for video ad verification.</i>	No	No	No				No	No	No
a) If yes, when was your last accreditation for Brand Safety?									
b) If yes, are you planning a renewal process with MRC in order to take into account the update of their recommendations?									
c) If no, are you in the process of being accredited by MRC for Brand Safety?	No	No	No				No	No	No
3) Has your solution been accredited by MRC for Sophisticated IVT filtration? (yes / no)	Yes	Yes	No				No, but SIVT filtration is live	No, but SIVT filtration is live	No, but SIVT filtration is live
a) If yes, when was your last accreditation?	October 2017	October 2017							
b) If yes, are you accredited for the latest guidelines published by the MRC?									
c) If no, are you in the process of being accredited by MRC for SIVT?							Potentially in 2018	Potentially in 2018	Potentially in 2018