CESP Viewability Grid update (10/30/17)

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

adledge | adloox | comScore | IAS

	adledge Desktop	adledge Mobile Web	adledge Mobile In-application	adloox Desktop	adloox Mobile Web	adloox Mobile In-application	comScore Desktop	comScore Mobile Web	comScore Mobile In-application	IAS Desktop	IAS Mobile Web	IAS Mobile In-application
Display												
1) Has your solution been accredited by MRC for display viewability measurement? (yes / no)	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
a) If yes, when was your last accreditation for display?				March 2017			Initial accreditation: August 2012; Renewed annually thereafter.	Initial accreditation: February 2017	Initial accreditation: February 2017	2016	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 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.			Yes	Yes	Yes
d) If no, are you in the process of being accredited by MRC for display viewability measurement?	Yes, currently going on	Yes, currently going on	No (2018)		Yes, currently going on	Yes, currently going on						
Video												
2) Has your solution been accredited by MRC for video viewability measurement? (yes / no)	No	No	No	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
a) If yes, when was your last accreditation for video?							Initial Accreditation July 2015; Renewed annually thereafter.	Initial accreditation: February 2017	Initial accreditation: February 2017	2016	2016	2016
b) If yes, are you accredited for the latest guidelines published by the MRC?							Yes	Yes	Yes	Yes	Yes	Yes
c) If yes, are you planning a renewal 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.			Yes	Yes	Yes
d) If yes, does your solution measure viewability of videos published in formats other than Flash? (HTML 5)				Yes			Yes	Yes	Yes	Yes	Yes	Yes
e) Is your solution able to measure video ads without VPAID protocol (only VAST)?	Yes	Yes		Yes			Yes	Yes	Yes	Yes	Yes	Yes
f) Is your solution compliant with VPAID?	Yes	Yes		Yes			Yes	Yes	Yes	Yes	Yes	Yes (though VAST is common standard InApp
g) For some specific cases, do you provide custom measurement not based on VPAID or VAST (ad-hoc plugins, wrappers, etc.)?	Yes	Yes		Yes			Yes	Yes	Yes	Yes	Yes	Yes
h) Is this custom measurement solution accredited by the MRC?	No	No		No			Yes	Yes	Yes	Yes	Yes	Yes
i) If no, are you in the process of being accredited by MRC for video viewability measurement?	Yes, currently going on	Yes, currently going on	No (in 2018)		Yes, currently going on	Yes, currently going on						
Regarding Facebook and Google inventories												
3) Does Facebook allow you to measure viewability on their inventory?	No	No	No	In Development	In Development	In Development	Yes	Yes	Yes	Yes	Yes	Yes
a) If yes, can you implement your own tag in FB inventory?							No	No	No	No	No	No
b) Can you describe the method you use?							vCE reports on viewability of desktop and mobile video ads served on Facebook and Instagram. This includes metrics based on the MRC-standard viewability definition, as well as other video engagement metrics such as complete rates, quartiles in-view and audibility. The integration does not leverage the comScore tag (CAT) and none of comScore clients' creatives are tagged. Facebook has implemented, on their end, methodology to calculate all the video ad interactions (including applicable invalid traffic filtration) for our clients and provides these in log files on an hourly basis to comScore. comScore clients enable data access to comScore by sharing their Facebook Account ID's with comScore unique Facebook ID. comScore aggregates the hourly data files, validates the data for any anomalies and reports the data daily in vCE Ad Validation as an export only. Display measurement is also in development for release at a future date.			IAS reports on viewability for display and video across Facebook (Feeds and Channels), Instagram (Display and video inventory) and the Facebook Audience Network (In-stream video bought via the video view objective). Facebook is part of the IAS Partner Measurement Program, which is a scaleable server-to-server integration. This means that rather than deploying IAS javascript tag on their properties, Facebook delivers a stream of hourly logs, which IAS then runs though its aggregation and ETL processes, before pushing to the our UI. IAS also provides Fraud figures across Facebook inventory. Enablement is via the Facebook console, where IAS unique ID partner ID is added. Setup 1-pager can be share on request.		
4) Does Youtube allow you to measure viewability on their inventory?	No	No	No	In Development	In Development	In Development	In Development	In Development	In Development	Yes	Yes	Yes
a) If yes, can you implement your own tag in YT inventory?							No. YouTube does not currently allow 3rd party tagging.	No. YouTube does not currently allow 3rd party tagging.	No. YouTube does not currently allow 3rd party tagging.		No	
b) Can you describe the method you use?							comScore has a partnership with Google through which we will be leveraging its new query tool, the Ad Data Hub. We will have access to extract the data required to process and report on viewability metrics. Google has roadmaped this to launch in Q4 2017. Pending completion of their development, comScore will include the data in reporting sometime thereafter.			YouTube belong to IAS's Partner Measurement Program. YouTube allow IAS access to a stream of logs which IAS then aggregates and runs though it ETL processes to provide viewability reporting. IAS is not deploying as a sciprt on Google properties. IAS tracking is enabled in the YT console, with an IAS specific partner ID. The integration covers viewability and fraud measurement across all YouTube in-stream video inventory including, TrueView and Google preferred across both InApp and Browser inventory in both mobile and desktop evironments. Integral Ad Science is also collaborating on Brand Safety Reporting for YouTube.		

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adledge   **adloox**   **comScore**   **IAS**

New section: regarding Brand Safety and Invalid Traffic (IVT)	adledge			adloox			comScore			IAS		
1) Has your solution been accredited by MRC for **Brand Safety**? (yes / no) *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.*	No	No	No	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No
a) If yes, when was your last accreditation for Brand Safety?				2017	2017		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?				Yes	Yes		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)			Yes, currently going on			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 antipiracy 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	No	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.		2016	2016	
b) If yes, are you accredited for the latest guidelines published by the MRC?				Yes	Yes		Yes	Yes	No	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. MRC's audit related to In-App SIVT accreditation is complete. While they are now reviewing the audit results, comScore cannot represent this aspect of the product is currently accredited.			Yes

![CESP logo]

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Meetrics — ATTENTION COUNTS

MOAT *pending information*

appnexus

Google *pending information*

	Meetrics Desktop	Meetrics Mobile Web	Meetrics Mobile In-application	MOAT Desktop	MOAT Mobile Web	MOAT Mobile In-application	Appnexus Desktop	Appnexus Mobile Web	Appnexus Mobile In-application	Google Desktop	Google Mobile Web	Google Mobile In-application
Display												
1) Has your solution been accredited by MRC for display viewability measurement? (yes / no)	Yes	Yes	Yes				Yes*	No, but measurement is live	No, but measurement is live			
a) If yes, when was your last accreditation for display?	October 2017	October 2017	October 2017				March 2016					
b) If yes, are you accredited for the latest guidelines published by the MRC?	Yes	Yes	Yes				Yes					
c) If yes, are you planning a renewal process with MRC in order to take into account the update of their recommendations?	Yes	Yes	Yes				Yes					
d) If no, are you in the process of being accredited by MRC for display viewability measurement?								Potentially in 2018	Potentially in 2018			
Video												
2) Has your solution been accredited by MRC for video viewability measurement? (yes / no)	Yes	Yes	Yes				No, but measurement is live	No, but measurement is live				
a) If yes, when was your last accreditation for video?	October 2017	October 2017	October 2017									
b) If yes, are you accredited for the latest guidelines published by the MRC?	Yes	Yes	Yes									
c) If yes, are you planning a renewal with MRC in order to take into account the update of their recommendations?	Yes	Yes	Yes									
d) If yes, does your solution measure viewability of videos published in formats other than Flash? (HTML 5)	Yes	Yes	Yes				Yes					
e) Is your solution able to measure video ads without VPAID protocol (only VAST)?	Yes	Yes	Yes				No					
f) Is your solution compliant with VPAID?	Yes	Yes	Yes				Yes					
g) For some specific cases, do you provide custom measurement not based on VPAID or VAST (ad-hoc plugins, wrappers, etc.)?	Yes	Yes	Yes				No					
h) Is this custom measurement solution accredited by the MRC?	Yes	Yes	Yes									
i) If no, are you in the process of being accredited by MRC for video viewability measurement?							Potentially in 2018	Potentially in 2018	Potentially in 2018			
Regarding Facebook and Google inventories												
3) Does Facebook allow you to measure viewability on their inventory?	Yes	Yes	Yes				No	No	No			
a) If yes, can you implement your own tag in FB inventory?	No	No	No									
b) Can you describe the method you use?	Meetrics and Facebook use a jointly developed and independently verified script setup.											
4) Does Youtube allow you to measure viewability on their inventory?	No	No	No				No	No	No			
a) If yes, can you implement your own tag in YT inventory?												
b) Can you describe the method you use?												

Meetrics | **MOAT** | (logo) | **Google**

New section: regarding Brand Safety and Invalid Traffic (IVT)	Meetrics			MOAT						Google		
1) Has your solution been accredited by MRC for **Brand Safety**? (yes / no) *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.*	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			