

















**APPENDIX 2 -  
Latest update on MRC accredited vendors**

based on MRC publication - 6 January 2016

MRC Accreditation - Display																					
Accreditation Status (Date Accredited by MRC)	Viewability Capabilities	Accreditation Status by Verification Service Line						Adoption of Reconciliation Guidance					Adoption of Updated Reconciliation Guidance					Adoption of Third Reconciliation Guidance			
	Technology approach	Ad Placement	Site Context	Geotargeting	Competitive Separation	Fraud Detection	100 milliseconds min snapshots	No "Count on Decision" Served Ads	Processing Order, Processes Applied	Disclosure of Ad vs. Ad Container	Account for Out of Focus Tabs	Large Size Display Ad Pixel Threshold	Proper Multi-Ad Unit Treatment	Proper Use of Page Visibility API	Proper Use of Throttle Indicator	Enhanced Invalid Traffic Filtered	Rendered Performance Rates	Proper Mobile Viewability Segregation	Disclosure of Non-Measurement of Ads Served By Others	Proper Segmenting of Verification	
	adledge not already accredited. Pending						adledge not already accredited. Pending					adledge not already accredited. Pending									
 adloox	Accredited (November 2014)	Page Geometry / Browser Optimization	N/A	N/A	N/A	N/A	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes, Except for Safari (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Covered under IVT Addendum	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A
	AppNexus not yet accredited. Pending.	Page Geometry / Browser Optimization	N/A	N/A	N/A	N/A	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Covered under IVT Addendum	Yes (Audited)	Yes (Audited)	N/A	N/A
 COMSCORE	Accredited (July 2012)	Page Geometry / Browser Optimization	Accredited	Accredited	Accredited (U.S./non-U.S. level only)	Not Offered	Accredited	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Covered under IVT Addendum	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)
 Google	Accredited (April 2013)	Page Geometry	N/A	N/A	N/A	N/A	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Covered under IVT Addendum	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A
 Integral Ad Science	Accredited (for Display Viewability: November 2013; for Additional Verification Functions: December 2013)	Page Geometry / Browser Optimization	Accredited	Accredited	Accredited (U.S./non-U.S. level only)	N/A	Accredited	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Covered under IVT Addendum	Yes (Audited)	Yes (Audited)	N/A	Yes (Audited)
 MEETRICS ATTENTION COUNTS	Accredited (December 2014)	Page Geometry / Browser Optimization	N/A	N/A	N/A	N/A	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A	Covered under IVT Addendum	Yes (Audited)	Yes (Audited)	N/A	N/A
 MOAT	Accredited (December 2013)	Page Geometry / Browser Optimization	N/A	N/A	N/A	N/A	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A	Covered under IVT Addendum	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A

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MRC Accreditation - Video																					
Desktop Video Viewability Accreditation Status (Date Accredited by MRC)	Technology Approach	Accreditation Status by Verification Service Line						Adoption of Reconciliation Guidance					Adoption of Updated Reconciliation Guidance					Adoption of Third Reconciliation Guidance			
		Ad Placement	Site Context	Geotargeting	Competitive Separation	Fraud Detection	200 milliseconds min snapshots	No "Count on Decision" Served Ads	Processing Order, Processes Applied	Disclosure of Ad vs. Ad Container	Account for Out of Focus Tabs	Large Size Display Ad Pixel Threshold	Proper Multi-Ad Unit Treatment	Proper Use of Page Visibility API	Proper Use of Throttle Indicator	Enhanced Invalid Traffic Filtered	Rendered Performance Rates	Proper Mobile Viewability Segregation	Disclosure of Non-Measurement of Ads Served By Others	Proper Segmenting of Verification	
		adledge not already accredited. Pending						adledge not already accredited. Pending					adledge not already accredited. Pending					adledge not already accredited. Pending			
		adloox not already accredited. Pending						adloox not already accredited. Pending					adloox not already accredited. Pending					adloox not already accredited. Pending			
		AppNexus not already accredited. Pending						AppNexus not already accredited. Pending					AppNexus not already accredited. Pending					AppNexus not already accredited. Pending			
	Accredited (August 2015)	Page Geometry / Browser Optimization	Accredited	Accredited	Accredited (U.S./non-U.S. level only)	Not Offered	Accredited	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Covered Under IVT Addendum	Yes (Audited)	Yes (Audited)	N/A	Yes (Audited)
		Google Active View (DFP) not already accredited. Pending						Google Active View (DFP) not already accredited. Pending					Google Active View (DFP) not already accredited. Pending					Google Active View (DFP) not already accredited. Pending			
	Accredited (February 2015)	Page Geometry / Browser Optimization	Accredited	Accredited	Accredited (U.S./non-U.S. level only)	N/A	Accredited	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Covered Under IVT Addendum	Yes (Audited)	Yes (Audited)	N/A	Yes (Audited)
	Accredited (December 2014)	Page Geometry / Browser Optimization	N/A	N/A	N/A	N/A	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A	Yes (Audited)	Yes (Audited)	N/A	Covered Under IVT Addendum	Yes (Audited)	Yes (Audited)	N/A	N/A
	Accredited (April 2014)	Page Geometry / Browser Optimization	N/A	N/A	N/A	N/A	N/A	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A	Yes (Audited)	Yes (Audited)	N/A	Covered Under IVT Addendum	Yes (Audited)	Yes (Audited)	Yes (Audited)	N/A