



CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	Xpln.ai
Audit	Has your Attention solution been audited by an independent third party? (Yes/No)	Yes	No	Yes	Yes	No
	If yes, when was your solution audited?	H1 2025, Publication in July 2025	N/A	Annually		N/A
MRC Accreditation	Is the Sophisticated Invalid Traffic (SIVT) filtration of your solution accredited by the MRC (Media Rating Council)? (Yes/No)	No	Yes	Yes	Yes	No***
	Are viewable impressions delivered by your solution accredited by the MRC? (Yes/No)	No	Yes	Yes	Yes	No***
	Are your Attention Metrics accredited by the MRC? (Yes/No)	No*	No	Yes. DV Attention metrics are accredited for Video & Display in Desktop, Mobile Web and Mobile App environments.	No**	No***

*MRC specified that Adelaide Metrics has completed a MRC pre-audit. Their MRC audit status is currently "under review" for AU (media placements' potential to deliver an attentive impression), within the following channels:
 - Digital - Display and Video
 - Audio - Podcasts, Streaming Audio, Terrestrial Audio
 - Linear TV
 - Cinema

**Under review

***MRC specified that Xpln.ai audit status is currently "under review" for Display and Video Impressions, Viewable Impressions and viewability metrics, and Attention metrics, all inclusive of SIVT filtration - Mobile Web and Mobile In-App