

Large Digital Platforms Engaged in MRC Audits:  
MRC Process Status as of April 2022

Green = Process Completed	
Yellow = Currently In Process	
Red = Not Begun	
<b>Facebook</b>	<b>Status</b>
1. Viewability/Data Pipeline	Newsfeed pipeline data audit completed; some 3rd party vendors accredited (see below)
1a. Integrated 3rd Party Viewability Vendors	DoubleVerify, Moat, Comscore, and Integral Ad Science accredited
2. SIVT	Accredited for Newsfeed and Right Column placements
3. Audience	
4. Brand Safety	Audit in process (Phase 1: Content Monetization Policies and Brand Safety Controls)
<b>Instagram</b>	<b>Status</b>
1. Viewability/Data Pipeline	Newsfeed pipeline data audit completed; some 3rd party vendors accredited (see below)
1a. Integrated 3rd Party Viewability Vendors	DoubleVerify, Moat, Comscore, and Integral Ad Science accredited
2. SIVT	Accredited for Newsfeed and Stories placements
3. Audience	
4. Brand Safety	
<b>Google YouTube</b>	<b>Status</b>
1. Viewability/Data Pipeline <i>(Replaced in 2020 by Google Ads Data Hub)</i>	Audit of Google ADH's applicability to 3rd party viewability vendor processes successfully completed; one 3rd party vendor accredited (see below)
1a. Integrated 3rd Party Viewability Vendors	DoubleVerify accredited; Moat in process
2. SIVT	Accredited for YouTube ads sold through Google Ads, DV360, YouTube Reserve, and in ADH 1st party reporting
3. Audience	
4. Brand Safety	Accredited for 1st party Content-Level Brand Safety for ads sold through YouTube Reserve, Google Ads, and DV360

Note: MRC policies allow for a confidential pre-audit without public disclosure of in-process status for first-time auditees.

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<b>Twitter</b>	<b>Status</b>
1. Viewability/Data Pipeline	
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	
3. Audience	
4. Brand Safety	Pre-Audit in process
<b>Snapchat</b>	<b>Status</b>
1. Viewability (1st party reported)	Audit in process
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	
3. Audience	
4. Brand Safety	
<b>Pinterest</b>	<b>Status</b>
1. Viewability/Data Pipeline	Audit of signals to enable 3rd party reporting of viewability successfully completed; accreditation dependent upon successful completion of 3rd party vendor audits
1a. Integrated 3rd Party Viewability Vendors	No audits of integrated 3rd party vendors are currently in process
2. SIVT	
3. Audience	
4. Brand Safety	
<b>Amazon</b>	<b>Status</b>
1. Viewability (1st party reported)	Pre-Audit completed
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	Amazon Sponsored Products accredited for Search and Display Clicks
3. Audience	
4. Brand Safety	

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<b>LinkedIn</b>	<b>Status</b>
1. Viewability (1st party reported)	Pre-Audit completed (Rendered Impressions only)
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	
3. Audience	
4. Brand Safety	
<b>Walmart.com</b>	<b>Status</b>
1. Viewability/Data Pipeline	Pre-Audit completed
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	Pre-Audit completed
3. Audience	
4. Brand Safety	

*Note: MRC policies allow for a confidential pre-audit without public disclosure of in-process status for first-time auditees.*