Media Rating Council® Accreditations

A complete list of accredited metrics and languages can be found on the MRC website or from your DV support team.

Accredited by Media Rating Council

Pre-bid Prevention & Targeting Segments	Post-bid Measurement & Reporting[1]	Accredited Devices Desktop Web (DW), Mobile Web (MW), Mobile Apps (MA), CTV
Fraud/IVT Avoidance Segments & Enterprise-level Avoidance	Invalid Traffic (GIVT and Fraud/SIVT)	DW, MW, MA, CTV
Authentic Brand Suitability: A single customizable segment for property-level Brand Suitability & IVT[2 5]	N/A	DW, MW, MA, CTV
N/A	Authentic Attention	DW, MW, MA
N/A	Authentic Viewable Impression[3] (Viewability, Brand Suitability, & SIVT)	DW, MW, MA, CTV (video only)
N/A	Display & Video Impressions	DW, MW, MA, CTV
Display Viewability Activation Segments & Enterprise-level delivery	Display Viewability Measurement & Related Metrics	DW, MW, MA
Video Viewability Activation Segments & Enterprise-level delivery	Video Viewability Measurement & Related Metrics	DW, MW, MA, CTV (post-bid only)
Property-level Brand Suitability Avoidance Segments & Brand Risk Floor Avoidance[2 4 5]	Property-level Brand Suitability[5]	DW, MW, MA, CTV
Property-level Standard Contextual & Custom Client Activation Segments[6]	N/A	DW, MW, MA
CTV Fully On-Screen Activation Segment	CTV Fully On-Screen Completion Metrics	CTV

Note: References to property-level brand suitability refer to accreditation against the *IAB Guidelines for the Conduct of Ad Verification* and are not a reference to content-level brand safety.

Meta

Processing and reporting of Meta Display and Video Impressions, Viewable Impressions and related viewability metrics within Desktop, Mobile Web and Mobile In-App environments (reported Net of GIVT), for advertising content served to Meta measured and accredited placements in Facebook and Instagram feeds only.

TikTok

Direct measurement and reporting of Video ads served to the TikTok mobile application for Impressions, Viewable Impressions and related metrics, as well as SIVT. This accreditation extends the metrics DV has accredited for these services in Open Web to TikTok, with reporting available through a dedicated dashboard within DV Pinnacle®, the company's unified service and analytics reporting platform.

YouTube

YouTube ADH

Processing and reporting of Google's Ads Data Hub (ADH) YouTube measurement data from the Google Ads and Display & Video 360 (DV360) services for Google measured and accredited YouTube video placements (Skippable In-Stream, Non-Skippable In-Stream, In-Stream Select, and Bumper Ads) with respect to Video Impressions, Viewable Impressions and related viewability metrics in Desktop, Mobile Web and Mobile In-App (reported Net of GIVT).

[1] Reporting in DV Pinnacle®, DV's unified service and reporting platform, Quality and Performance dashboards.
[2] App Store Categories (MA, CTV), Language Inclusion/Exclusion (DW, MW), Site and App Inclusion/Exclusion (DW, MW, MA, CTV), URL-Keyword targeting (DW, MW)
[3] Authentic Ads® and Authentic Viewable Impressions are based on campaign-level aggregated settings and are not considered accredited by the MRC if geographic targeting is included within the settings for that campaign.
[4] Segments released after May, 2024 are not accredited, including One-click Brand Suitability segments.
[5] Made for Advertising, Low Quality GenAI and categories released after May, 2024 are not accredited.
[6] Only IAB Contextual Segments, Contextual In-Market/Events Segments and Client-Specific Custom Segments. Segments released after May, 2024 are not accredited.

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