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][6]	N/A	DW, MW, MA, CTV
N/A	Authentic Attention[3]	DW, MW, MA
N/A	Authentic Viewable Impression[4] (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 Safety Floor Avoidance[2][5][6]	Property-level Brand Suitability[6]	DW, MW, MA, CTV
Property-level Standard Contextual & Custom Client Activation Segments[7]	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.

▶ 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 Attention is accredited for only metrics calculated using Authentic Viewable Impressions, which can be segregated using the Attention Viewability Type filter in Pinnacle.
[4] 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.
[5] Segments released after May, 2024 are not accredited, including One-click Brand Suitability segments.
[6] Made for Advertising, Generative AI and categories released after May, 2024 are not accredited.
[7] Only IAB Contextual Segments, Contextual In-Market/Events Segments and Client-Specific Custom Segments. Segments released after May, 2024 are not accredited.