

MRC Accredited Viewable Impression and/or Ad Verification Vendors: Enhanced Description

For most current product information, click on the service's name to be re-directed to its web site.			
	RealVu	comScore vCE (Validation only)	DoubleVerify
Viewability Capabilities: Accreditation Status (Date Accredited by MRC)	Accredited (April 2010)	Accredited (July 2012)	Accredited (February 2013)
Technology Approach	Page Geometry	Page Geometry	Page Geometry
Capabilities Within Cross-Domain iFrames	No independent capability to measure viewability within cross domain iFrames; offers publishers "iFrame Bridge," the use of which allows for measurement within iFrames.	Can measure viewability for cross domain iFrame situations where the ad appears in a non-WebKit browser environment (i.e., in browsers other than Chrome or Safari).	Can measure viewability for cross domain iFrame situations where the ad appears in a non-WebKit browser environment (i.e., in browsers other than Chrome or Safari).
Uses of Projection	No use of projection for viewability. Reports viewability only for those impressions it measures.	No use of projection for viewability. Reports viewability only for those impressions it measures in the vCE-Validation product.	No use of projection for viewability. Reports viewability only for those impressions it measures.
Accreditation Status by Verification Service Line +			
Ad Placement	N/A	Accredited	Accredited
Site Context	N/A	Accredited	Accredited
Geotargeting	N/A	Accredited (U.S./non-U.S. level only)	Accredited (U.S./non-U.S. level only)
Competitive Separation	N/A	Not Offered	Accredited
Fraud Detection *	N/A	Accredited	Accredited
+ Limited to those service lines specified as primary in IAB's Ad Verification Guidelines.			
* Accreditation for Fraud Detection assesses compliance with the IAB Ad Verification Guidelines, which focus on communication among parties and human review of cases of suspected fraud. It does not include assessments of specific techniques for detecting fraudulent traffic, such as botnet, clickjacking, or hidden ad detection, even though accredited vendors may offer fraud detection services that use these techniques.			
For a list of services not yet accredited, but currently in process, please refer to this link.			
Viewability Technology Approaches:			
Page Geometry: Uses a geometric triangulation technique to determine if the ad is in view.			
Browser Optimization: Monitors browser's internal processes to determine if ad is being painted to display, and therefore is in view.			

Duration Media v. Rich Media Club
IPR 2023-00953 (Patent 11,443,329)

August 1, 2013

Rich Media Club Exhibit 2039

MRC Accredited Viewable Impression and/or Ad Verification Vendors: Enhanced Description

For most current product information, click on the service's name to be re-directed to its web site.			
	Google Active View	spider.io	
Viewability Capabilities: Accreditation Status (Date Accredited by MRC)	Accredited (April 2013)	Accredited (May 2013)	
Technology Approach	Page Geometry	Browser Optimization	
Capabilities Within Cross-Domain iFrames	Google Display Network (GDN): Dependent on publisher placing ad code directly on page. DFA: No independent capability to measure viewability within cross domain iFrames; offers publishers pub-side file, the use of which allows for measurement within iFrames.	Can measure viewability for cross domain iFrame situations for supported versions of all major desktop browsers (requires Flash capabilities in limited instances).	
Uses of Projection	No use of projection for viewability. Reports viewability only for those impressions it measures.	No use of projection for viewability. Reports viewability only for those impressions it measures.	
Accreditation Status by Verification Service Line +			
Ad Placement	N/A	N/A	
Site Context	N/A	N/A	
Geotargeting	N/A	N/A	
Competitive Separation	N/A	N/A	
Fraud Detection *	N/A	N/A	
+ Limited to those service lines specified as primary in IAB's Ad Verification Guidelines.			
* Accreditation for Fraud Detection assesses compliance with the IAB Ad Verification Guidelines, which focus on communication among parties and human review of cases of suspected fraud. It does not include assessments of specific techniques for detecting fraudulent traffic, such as botnet, clickjacking, or hidden ad detection, even though accredited vendors may offer fraud detection services that use these techniques.			
For a list of services not yet accredited, but currently in process, please refer to this link.			
Viewability Technology Approaches:			
Page Geometry: Uses a geometric triangulation technique to determine if the ad is in view.			
Browser Optimization: Monitors browser's internal processes to determine if ad is being painted to display, and therefore is in view.			

August 1, 2013