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> [Integral Ad Science Becomes First MRC-Accredited Viewability Measurer to Gain Accreditation for SIVT Detection for Desktop and Mobile Web Traffic](#)

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INTEGRAL AD SCIENCE BECOMES FIRST MRC-ACCREDITED VIEWABILITY MEASURER TO GAIN ACCREDITATION FOR SIVT DETECTION FOR DESKTOP AND MOBILE WEB TRAFFIC

Company granted MRC accreditation for mobile web and in-app SDK viewability measurement, and continuation of accreditation for desktop display and video viewable impression measurement, and blocking and monitoring brand risk

New York, NY – September 22, 2016 – [Integral Ad Science](#) (IAS), the technology and data company that empowers the advertising industry to effectively reach and influence consumers everywhere, today announced it is the first company accredited by the [Media Rating Council](#) (MRC) for viewable ad impression measurement to also gain MRC accreditation for Sophisticated Invalid Traffic (SIVT) detection for desktop and mobile web traffic. In addition to the SIVT accreditation, IAS was also granted first-time accreditation by MRC for its mobile web and in-app SDK viewability measurement for display and video ads, and was granted continued accreditation for brand risk monitoring, blocking of display ads that do not meet brand risk parameters, and viewable desktop display and video ad impression measurement. The accreditations further demonstrate IAS as a leader in media quality measurement and optimization for advertisers and publishers.

“The cornerstone of our business is a commitment to transparency and arming brands, agencies, and publishers with metrics that matter and solutions that protect and enhance their advertising impact,” said Scott Knoll, CEO of IAS. “We take great pride in being accredited by the MRC for both mobile in-app display and video viewability measurement, and SIVT detection for desktop and mobile web. Alongside our other MRC accreditations, these highlight our work to solve the issues our customers face every day.”

MRC accreditation signifies that IAS’s solutions adhere to the MRC’s Minimum Standards for Media Rating Research and to industry-accepted standards for digital campaign measurement and ad verification:

The mobile web and in-app display and video viewability accreditation validates IAS’s capabilities to measure impressions served and viewable during ad campaigns, and additional viewability metrics.

IAS’s accreditation for SIVT validates the company’s proprietary technology to detect, measure, and report on invalid activity on desktop and mobile web traffic.

Additionally, IAS was granted continued accreditation for its ad verification functions, which includes its Campaign Monitor and Firewall solutions. IAS’s technology incorporates a range of capabilities for proactive brand safety and preventative ad blocking of display ads. This accreditation paired with IAS’s new SIVT accreditation, validates the company’s ability to detect and filter invalid traffic and inappropriate content throughout the entire process, from detection to blocking.

“We congratulate Integral Ad Science for meeting the extremely rigorous requirements necessary to achieve MRC accreditation for SIVT detection and filtration,” said George W. Ivie, Executive Director and CEO of MRC. “IAS’s MRC accreditation for SIVT, Viewable Impression measurement, and its brand safety functionalities clearly place it at the forefront of industry leadership in ensuring a high quality environment for digital advertising.”

About Integral Ad Science

Integral Ad Science (IAS) is a global technology and data company that builds verification, optimization, and analytics solutions to empower the advertising industry to effectively influence consumers everywhere, on every device. We solve the most pressing problems for brands, agencies, publishers, and technology companies by verifying that every impression has the opportunity to be effective, optimizing towards opportunities to consistently improve results, and analyzing digital’s impact on consumer actions. Built on data science and engineering, IAS is headquartered in New York with global operations in ten countries. Our growth and innovation have been recognized in Inc. 500, Crain’s Fast 50, Forbes America’s Most Promising Companies, and I-COM’s Smart Data Marketing Technology Company. Learn more at www.integralads.com.

About MRC

MRC is a non-profit industry association established in 1963 composed of leading television, radio, print and Internet companies, as well as advertisers, advertising agencies and trade associations whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC Accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by MRC. Additional information about MRC can be found at <http://mediaratingcouncil.org/>.

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