

A key milestone for privacy-centric measurement on YouTube

A key milestone for privacy-centric measurement on YouTubeGroup Product Manager

New measurement partners complete Ads Data Hub migration

Over the last year, we've been working with several measurement partners to migrate their vendor services to Ads Data Hub. As of today, Comscore, DoubleVerify, Dynata, Kantar, Integral Ad Science, Nielsen, and Moat by Oracle have completed migration and have completely switched to Ads Data Hub-based reporting. These measurement partners are in addition to the list of already existing partners reporting on YouTube. We also expect many of these partners will independently seek MRC accreditation of their Ads Data Hub-based reporting.

We are committed to fostering a healthy measurement partner ecosystem, with privacy at its core. With the MRC accreditation of Ads Data Hub and the full migration of global third-party brand-measurement partners, advertisers will gain more comprehensive reporting and measurement, using technology that's built to enhance user privacy. We are thrilled to mark a big step toward durable, privacy-centric, trustworthy

measurement and remain committed to innovation for more capabilities in the future.