

# DoubleVerify Expands Media Quality Authentication to YouTube Shorts & Other Formats

*Brands benefit from DV's industry-leading viewability and fraud measurement across YouTube Shorts, Masthead and In-feed Video Formats*

NEW YORK--(BUSINESS WIRE)-- [DoubleVerify](#) ("DV") (NYSE: DV), a leading software platform for digital media measurement, data and analytics, announced an expansion of its quality solutions with Google's Ads Data Hub for Measurement Partners, enabling media measurement and helping maximize advertiser performance on YouTube Shorts, Masthead and In-feed Video formats. The release leverages DV's technology to help advertisers on YouTube Shorts ensure their video ads are viewable, by a human being and are safe from Fraud/Invalid Traffic ("IVT").

YouTube launched Shorts as a new way for people and businesses to create entertaining, short-form videos using only their mobile phones. Shorts ads provide brands with an immersive, built-for-mobile opportunity to reach high-intent audiences against content aligned with their interests.

"We are excited to expand our solution to include viewability and fraud coverage on YouTube Shorts – giving global brands greater clarity and confidence in their investments," said Mark Zagorski, CEO, DoubleVerify. "Short-form videos offer advertisers a high-engagement forum to connect with passionate online communities. This release enables our customers to authenticate their media and maximize campaign effectiveness."

With DV's quality verification technology, advertisers on Shorts benefit from:

- **Fraud Measurement:** For advertising to perform, it must be seen by a real human being. DV identifies and protects advertisers against fraud and IVT – from compromised devices to bot manipulation.
- **Viewability Authentication:** DV provides comprehensive viewability measurement, offering clarity into whether an ad has the opportunity to be seen and confirming its potential to make an impact.

In addition, DV also provides viewability and fraud measurement across YouTube Masthead and In-feed Video inventory. Advertisers have access to measurement data and insights across all new inventory through DV Pinnacle<sup>®</sup>, the company's unified service and analytics reporting platform, to monitor and optimize the performance of their YouTube ads campaigns.

DV has provided viewability and fraud measurement across YouTube and Google ad serving solutions since 2011. In 2018, DoubleVerify became a Google measurement partner for

Brand Safety and Viewability. In 2020, DV [launched](#) Authentic Brand Suitability on Google Display & Video 360 and, in 2022, DV was the first verification provider to [earn](#) MRC accreditation for Independent Third-Party Viewability Reporting on YouTube. Earlier this year, DV [launched](#) DV Campaign Automator™ To Streamline The Entire Trafficking Workflow in Google Campaign Manager 360.

For more information about DoubleVerify, visit <http://www.doubleverify.com>.

### **About DoubleVerify**

DoubleVerify (“DV”) (NYSE: DV) is a leading software platform for digital media measurement and analytics. Our mission is to make the digital advertising ecosystem stronger, safer and more secure, thereby preserving the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ our unbiased data and analytics to drive campaign quality and effectiveness, and to maximize return on their digital advertising investments – globally. Learn more at [www.doubleverify.com](http://www.doubleverify.com).

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