

Chronological list of articles about independent measurement of Google's YouTube. For five years, Google has been promising independent measurement of YouTube without ever delivering it. Independent measurement of ad delivery is a standard feature of open-web display. Google's open-web bidder, DV360, is also an exclusive conduit to YouTube.

May 2015: Google measures itself and claims superior viewability performance

<https://adexchanger.com/digital-tv/google-claims-youtube-ads-37-more-viewable-than-standard-video-ads/>

Nov 2015: Google announces independent measurement of YouTube coming in 2016:

<https://agency.googleblog.com/2015/11/youtube-viewability.html>

Nov 2016: Group M and IPG complain that YouTube measurement is indirect and dependent on Google. Google falsely claims MOAT standard integration can disrupt user experience:

<https://www.wsj.com/articles/ad-measurement-feuds-on-facebook-youtube-hinge-on-code-1478689200>

Jan 2017: P&G publicly complains about lack of consistent video standards

<https://adexchanger.com/ad-exchange-news/pgs-pritchard-dont-want-waste-time-money-crappy-media-supply-chain/>

Feb 2017: Google announces AGAIN that independent measurement of YouTube is coming:

<https://www.thedrum.com/news/2017/02/21/google-bows-third-party-verification-demands-with-youtube-now-open-media-ratings>

May 2019: Google announces that measurement of YouTube will continue to be indirect and governed by an opaque process: <https://developers.google.com/third-party-ads/youtube-vendors>

April 2020: OpenSlate reveals that the opaque process for auditing YouTube gives Google the right to audit the auditors: <https://www.wsj.com/articles/youtube-spars-with-auditor-over-transparency-of-advertising-risks-11587340250>

August 2020: The agency OMG demands independent monitoring of YouTube ad placements.  
<https://www.nytimes.com/2020/08/19/business/media/advertising-tech-amazon-apple-facebook-google.html>