



Independent Auditor's Report

engage:BDR
Los Angeles, CA

BPA Worldwide has reviewed the engage:BDR system for conformance to IAB guidelines for ad impression measurement, click measurement, rich media advertisements, digital video, mobile web, and viewable ad impression measurement.

COMPLIANCE

GOVERNANCE

IT AUDIT

RISK

SECURITY AND PRIVACY

Our examination was performed in accordance with IAB auditing guidelines. Our examination included reviews of Campaign Insertion Process and Scheduling, Advertising Delivery/Trafficking Process, Impression and Click Measurement Process and Considerations, Rich Media Creatives, Digital Video Advertisements, Mobile Web, Viewable Ad Impression Measurement/Reporting, Data Filtering Procedures, Reporting Process, Documentation Standards, 3rd Party Software, Disclosures and Definitions. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the engage:BDR process for serving, recording and reporting ad impressions through the engage:BDR ad-serving network and RTB platform.

The certification of engage:BDR is as of March 31, 2015. Any projection of such information to the future is subject to the risk that, because of change, the policies and procedures may no longer portray the system in existence at the time of our audit.

This report is intended solely for use by the management of engage:BDR and its customers.

BPA WORLDWIDE
March 31, 2015