

Code of Practice on  
Disinformation – Report of  
DoubleVerify for the period  
December 16th, 2022 -  
January 16th, 2023

## Table of Content

<b>II. Scrutiny of Ad Placements</b>	<b>1</b>
Commitment 1	1
Commitment 2	5
Commitment 3	6
<b>III. Political Advertising</b>	<b>7</b>
Commitment 4	7
Commitment 5	8
Commitment 6	8
Commitment 7	10
Commitment 8	11
Commitment 9	12
Commitment 10	12
Commitment 11	13
Commitment 12	14
Commitment 13	15
<b>IV. Integrity of Services</b>	<b>16</b>
Commitment 14	16
Commitment 15	30
Commitment 16	31
<b>V. Empowering Users</b>	<b>32</b>
Commitment 17	32
Commitment 18	33
Commitment 19	34
Commitment 20	35
Commitment 21	36
Commitment 22	37
Commitment 23	39
Commitment 24	40
Commitment 25	41
<b>VI. Empowering the research community</b>	<b>42</b>
Commitment 26	42
Commitment 27	43

Commitment 28	44
Commitment 29	45
<b>VII. Empowering the fact-checking community</b>	<b>47</b>
Commitment 30	47
Commitment 31	48
Commitment 32	49
Commitment 33	50
<b>VIII. Transparency Centre</b>	<b>51</b>
Commitment 34	51
Commitment 35	52
Commitment 36	53
<b>IX. Permanent Task-Force</b>	<b>54</b>
Commitment 37	54
<b>X. Monitoring of Code</b>	<b>55</b>
Commitment 38	55
Commitment 39	55
Commitment 40	56
Commitment 41	57
Commitment 42	58
Commitment 43	59
Commitment 44	59
<b>Reporting on the service's response during a period of crisis</b>	<b>61</b>
Covid-19 pandemic	61
War of aggression by Russia on Ukraine	63

## Executive summary

*Since DoubleVerify (DV) pioneered verification in 2008, the company has continued leading the way with innovative – and increasingly sophisticated – solutions. But solutions on their own are not enough. DV also supports brands and advertisers with understanding how to strike the right balance between protection and scale.*

*One example of how DV helps advertisers do just this is DV's 'Inflammatory Politics & News' Category, which first launched in 2016. The 'Inflammatory Politics & News' Category content category allows advertisers to avoid content that includes disinformation, misinformation, propaganda, extremist point of views and/or inflammatory political rhetoric whilst supporting legitimate news. DoubleVerify (DV) is fully committed to making a stronger, safer and more secure ad ecosystem for all. And we believe in the value of trusted news content and encourage all brands to advertise across trusted news sites as broadly as possible (unless there is a direct connection between a news incident and their brand). It is, therefore, critical to provide our clients with the tools to support trusted news content and quality journalism whilst also protecting brand equity.*

*To comprehensively identify 'Inflammatory Politics & News', DV's semantic team assesses content by looking at the structure, language, rhetoric and any association with organisations known for perpetuating misinformation or inflammatory content. DV also analyses a range of other inputs and sources including expert third-party reporting and data from [Storyzy](#), a technology company that offers automated solutions for tracking inflammatory political content and misinformation online, across multiple languages.*

## Guidelines for filling out the report

Baseline reports are detailing how Signatories have implemented their Commitments under the Code and provide the Qualitative Reporting Elements (QREs) and Service Level Indicators (SLIs), as they stand one month after the implementation. The baseline report should also include a comparison between the measures in place under the previous Code to the measures taken to implement the new Code. The measures taken to implement the new Code should be outlined per commitment in the dedicated field of the reporting template.

## Reporting period

The reporting period to be covered in the baseline reports is from 16 December 2022 to 16 January 2023 for all Signatories. (The implementation period of the Code from 16 June 2022 to 16 December 2022 is followed by a one-month reporting period from 16 December 2022 to 16 January 2023.) Signatories shall submit baseline reports outlining policy updates and actions taken to implement the Code during the implementation period. Data, e.g. on the number of actions taken under a specific policy, should be reported on from the end of the implementation period (16 December 2022) until the cut-off date of 16 January 2023. In case specific data is not available for the first reporting period (from 16 December 2022 to 16 January 2023), please provide the monthly average based on the previous quarter, clearly outlining the methodology used in the relevant field. The submission date for baseline reports is January 31, 2023.

## Reporting per Service

When filling in a report for several services, use colour codes to clearly distinguish between services. At the beginning of the report, clarify what colour is used for which service.

## Reporting in text form

Reporting in the form of written text is required for several parts of the report. Most of them are accompanied by a target character limit. Please stick to the target character limit as much as possible. We encourage you to use bullet points and short sentences. Links should only be used to provide examples or to illustrate the point. They should not be used to replace explanations or to provide data in the forms. All relevant explanations and data must be included in the table directly, in written form.

## Reporting SLIs and data

Reporting on Service Level Indicators requires quantitative information to be reported on in the reporting template.

- SLIs should generally be reported on per Member State. Where required by the Code, reporting needs to be done both per Member State and per language, e.g. SLI 30.1.1.
- If no data is available on Member State level, SLIs might, instead, be exceptionally reported on per language. (NB that Signatories agreed to revisit this issue after the first reporting, to ensure harmonised and meaningful reporting.)
- Please report data in the format provided by the reporting template, not through external links. Please use the Member State/ language template provided and insert it accordingly after every SLI that you report on.
- Where the table asks for "Other relevant metrics", please name the metric that you would like to report on in addition to the ones already provided. You may include more than the number of additional fields provided where necessary; in that case, please adjust the table as needed.
- Please contextualize all data as much as possible, i.e. include baseline quantitative information that will help contextualize the SLIs (e.g. number of pieces of content labelled out of what volume of content).
- If there are no relevant metrics to report on, please leave the respective columns blank.

## Reporting on TTPs

If subscribed to Commitment 14, Integrity of Services, we ask you to report on each identified TTP individually. The number of identified TTPs may vary per service. Where more than one TTP are reported under the same action, clarify the reasoning in the methodology. Where input is not provided, keep the placeholder for the relevant TTP and explain reasons and planned remedial action. Additionally, as with all other SLIs, data should be provided per Member State for each individual TTP.

## Missing Data

In case that at the time of reporting there is no data available yet, the data is insufficient or the methodology is lacking, please outline in the dedicated field (i.e. in the field about further implementation measures planned) how this will be addressed over the upcoming six months, being as specific as possible. Please also indicate inconsistencies or gaps regarding methodology in the field dedicated to methodology.

## Attachments

We ask you not to enclose any additional attachments to the harmonised reporting template.

### Crisis reporting template

Relevant signatories are asked to provide proportionate and appropriate information and data in special situations like a crisis. Reporting is a part of a special chapter at the end of the monitoring template and should follow the guidelines:

- The “Intervention or action (short summary)” column should describe the action in very few words (for instance “We remove autocomplete suggestions that comprise harmful misinformation about the pandemic.”, “Under Policy X, content is demoted or removed based on severity”, etc.).
- The “Intervention or action (explanation and implementation)” should provide explanation and context on implementation and rationale of the intervention. For instance why and which authoritative sources were promoted throughout the crisis and how the promotion would look like for users, how the integrity teams detect and disrupt crisis related disinformation campaigns and which disinformation campaigns were found/disrupted, etc.
- The template should be filled in by adding additional rows for each item reported on. This means that rather than combined/bulk reporting such as “Depending on severity of violation, we demote or remove content based on policies X, Y, Z”, there should be individual rows stating for example “Under Policy X, content is demoted or removed based on severity”, “Under Policy Y, content [...]” etc.
- The rows should be colour-coded to indicate which service is being reported on, using the same colour code as for the overall monitoring template.
- Reporting should be brief and to the point, not exceeding 500 characters in the [second column] and not exceeding 2000 characters in the “Intervention or action (explanation and implementation)” column unless absolutely necessary.
- Where Signatories assess that there are no meaningful or feasible metrics under the Code for a particular intervention or action, they are able to outline concisely why that is the case and whether or not they expect to be able to provide further metrics in the next reporting period.

### Uploading data to the Transparency Centre

After the submission of the baseline reports and the launch of the Transparency Centre website, all data from the reporting template must be uploaded to the Transparency Centre within maximum 7 days, allowing easy data access and filtering. It is the responsibility of the Signatories to ensure that the uploading takes place and is executed on time. Signatories are also responsible to ensure that the Transparency Centre is operational and functional by the time of the reports’ submission, that the data from the reports are uploaded and made accessible in the Transparency Center within the above deadline, and that users are able to read, search, filter and download data as needed in a user-friendly way and format.

## II. Scrutiny of Ad Placements

### Commitment 1

Relevant signatories participating in ad placements commit to defund the dissemination of disinformation, and improve the policies and systems which determine the eligibility of content to be monetised, the controls for monetisation and ad placement, and the data to report on the accuracy and effectiveness of controls and services around ad placements

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes
If yes, list these implementation measures here [short bullet points].	New reporting process
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures

Measure 1.1	<p>Relevant Signatories involved in the selling of advertising, inclusive of media platforms, publishers and ad tech companies, will deploy, disclose, and enforce policies with the aims of:</p> <ul style="list-style-type: none"> <li>- first avoiding the publishing and carriage of harmful Disinformation to protect the integrity of advertising supported businesses</li> <li>- second taking meaningful enforcement and remediation steps to avoid the placement of advertising next to Disinformation content or on sources that repeatedly violate these policies; and</li> <li>- third adopting measures to enable the verification of the landing / destination pages of ads and origin of ad placement.</li> </ul> <p>Relevant Signatories will set up a working group and work on developing a methodology to report on demonetisation efforts, including data related to the volume of advertising that support Disinformation sources, while taking account of legal constraints related to financial reporting and methodological challenges, and present a recommendation to the Task-force within 6 months, to include an additional SLI for the baseline reports. The SLI should provide insight into the impact of actions taken by relevant Signatories at the service and the Member State levels.</p>							
QRE 1.1.1	NA							
SLI 1.1.1 – Numbers by actions enforcing policies above (specify if at page and/or domain level)	Methodology of data measurement [suggested character limit: 500 characters]							
	Type of Action 1 [linked to the policy mentioned in QRE]		Type of Action 2 [linked to the policy mentioned in QRE]		Type of Action 3 [linked to the policy mentioned in QRE]		Type of Action 4 [linked to the policy mentioned in QRE]	
Level	Page	Domain	Page	Domain	Page	Domain	Page	Domain
<b>Member States</b>								
Austria								
Belgium								
Bulgaria								
Croatia								
Cyprus								
Czech Republic								
Denmark								
Estonia								
Finland								
France								
Germany								
Greece								
Hungary								



Ireland				
Italy				
Latvia				
Lithuania				
Luxembourg				
Malta				
Netherlands				
Poland				
Portugal				
Romania				
Slovakia				
Slovenia				
Spain				
Sweden				
Iceland				
Liechtenstein				
Norway				
<b>Total EU</b>				
<b>Total EEA</b>				
Bulgarian				
Croatian				
Czech				
Danish				
Dutch				
English				
Estonian				
Finnish				
French				
German				
Greek				
Hungarian				
Irish				
Italian				
Latvian				
Lithuanian				
Maltese				
Polish				
Portuguese				
Romanian				

Slovak				
Slovenian				
Spanish				
Swedish				
Icelandic				
Norwegian				

This additional Service Level Indicator provides an estimated financial value of the actions taken by Signatories to demonetise disinformation sources (under SLI 1.1.1). It is based on media metrics available to Signatories (query/bid<sup>1</sup> or impression<sup>2</sup>) and applying an agreed-upon conversion factor provided by a third party designated by the Task-force of the Code (Ebiquity plc.).

<p><b>SLI 1.1.2 - Preventing the flow of legitimate advertising investment to sites or content that are designated as disinformation</b></p>	<p><b>Brand Suitability Reporting Methodology:</b></p> <p>DV's brand suitability solutions provides property-level protection against categories, languages, app metadata and URL keywords deemed unsuitable or unsafe by DV clients at a page, site and app level. References to "content" indicate only that DV reviews the content on the page, within the site, and across an app. The categories are then applied and decisions are made at the property level (page, site and app) based upon those categories.</p> <p><b>'Inflammatory Politics &amp; News' (IPN):</b></p> <p>Content associated with or exhibiting inflammatory points of view; potentially fake, unreliable or unsubstantiated information; significant political intolerance, hateful or threatening rhetoric; or other significantly controversial elements.</p> <p><b>IPN Brand Suitability Violations:</b></p> <p>IPN Brand Suitability Violations is a blended metric that reflects the total count of filters, incidents and requests from ads on apps, sites or pages that served or were prevented from being served (i.e. blocked or filtered) because the site or content was categorised as IPN.</p> <p><b>NOTE:</b> The number of violations does not include instances where DV's pre-bid solutions were used by advertisers to prevent bidding on inventory labeled as "Inflammatory Politics &amp; News", which, therefore, also prevents DV's tag from even firing. This number reflects a fraction of DV's impact in this space because a significant amount of "Inflammatory Politics &amp; News" cannot be quantified as it is avoided before a bid takes place.</p> <p><b>Country Breakout Caveat:</b></p> <p>The country specific breakout we provide in our data deliverable is based on the brand market, which is the same location associated with where ad campaigns are being managed from (vs. the country where the ad is delivered). This is</p>
--	---

<sup>1</sup> Request placed between a seller and buyer of advertising that can detail amongst other things website, specific content, targeting data inclusive of audience or content.

<sup>2</sup> Comprehensive calculation of the number of people who have been reached by a piece of media content by passive exposure (viewing a piece of content) or active engagement (visiting a destination).

	<p>aligned with how DV calculates industry benchmarks.</p> <p>Our reporting rolls up the following countries into subregions as indicated below:</p> <ul style="list-style-type: none"> <li>● <b>Baltics:</b> Estonia, Lithuania and Latvia</li> <li>● <b>Balkans:</b> Bulgaria, Croatia, Greece, Romania, Slovenia</li> <li>● <b>Benelux:</b> Belgium, Netherlands, Luxembourg</li> <li>● <b>Nordics:</b> Denmark, Finland, Iceland, Norway, Sweden</li> </ul> <p>If you see a particular country or subregion row captioned with zeros (eg. Malta, Baltics, etc.), then there were no campaigns being managed from within that country that we could monitor.</p> <p><b>Media Value:</b></p> <p>Media value is the calculated cost associated with total IPN Brand Suitability Violations. This figure is derived by multiplying the number of violations per country by the coinciding blended "cost-per-mille" (CPM), which reflects the cost per 1,000 impressions. For subregion calculations, however, we use the highest blended CPM among the included countries as our multiplier.</p> <p><b>CPMs</b></p> <p>CPM data is compiled by Ebiquity Pplc using a series of proprietary thresholding, deduction, and estimation processes. The CPM Data, derivatives of the CPM Data, or anecdotal descriptions of the CPM Data, shall be kept strictly confidential and will under no circumstance be shared with any external party. The CPM data shall be used and referenced exclusively for the purpose of the periodic Code Of Practice review by the European Commission</p>
<b>Member States</b>	

List actions per member states and languages (see example table above)



Date	Country	Total Display & Video	
		IPN Brand Suitability Violations	Media Value
<b>Dec 16th 2022 - Jan 16th 2023</b>	Austria	33,551	€ 134.20
	Balkans	643,238	€ 2,251.33
	Baltics	-	€ 0.00
	Benelux	48,693	€ 194.77
	Cyprus	1,657	€ 5.80
	Czech Republic	6,352	€ 19.06
	France	191,837	€ 575.51
	Germany	144,792	€ 506.77
	Hungary	175,010	€ 525.03
	Ireland	6,248	€ 18.74
	Italy	5,446,091	€ 5,446.09
	Malta	-	€ 0.00
	Nordics	28,596	€ 271.66
	Poland	74,612	€ 111.92
	Portugal	941	€ 1.88
	Slovakia	60	€ 0.18
	Spain	1134723	€ 2,269.45
<b>Total</b>		<b>7,936,401</b>	<b>€ 12,332.40</b>

Balkans	Bulgaria, Croatia, Greece, Romania, Slovenia
Baltics	Estonia, Lithuania and Latvia
Benelux	Belgium, Netherlands, Luxembourg
Nordics	Denmark, Finland, Iceland, Norway, Sweden

Measure 1.2				
<b>QRE 1.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 1.2.1</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of policy reviews	Nr of update to policies	Nr of accounts barred	Nr of domains barred
<b>Member States</b>				
List actions per member states and languages (see example table above)				
Measure 1.3				
<b>QRE 1.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
Measure 1.4				
<b>QRE 1.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
Measure 1.5	<p><i>Measure 1.5 states: Relevant Signatories involved in the reporting of monetisation activities inclusive of media platforms, ad networks, and ad verification companies will take the necessary steps to give industry-recognised relevant independent third-party auditors commercially appropriate and fair access to their services and data in order to:</i></p> <p><i>- First, confirm the accuracy of first party reporting relative to monetisation and Disinformation, seeking alignment with regular audits performed under the DSA.</i></p> <p><i>- Second, accreditation services should assess the effectiveness of media platforms' policy enforcement, including Disinformation policies.</i></p> <p><i>Qualitative reporting elements and service level indicators2</i></p> <p><b>QRE 1.5.1</b></p> <p><i>Signatories that conduct independent accreditation via audits will disclose areas of their accreditation that have been updated to reflect needs in Measure 1.5.</i></p>			
<b>QRE 1.5.1</b>	<p>DV first gained accreditation in February 2013 for ad verification, IVT and desktop display viewability. Since then, we have been granted continued accreditation 2015, 2017, 2018, 2020, 2021 and 2022. As of 2022, we are accredited for the following services:</p> <ul style="list-style-type: none"> <li>• Display and Video Impressions in Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) environments;</li> <li>• Property Level Ad-Verification metrics in over 40 languages page-level and domain classification, in Desktop, Mobile Web and Mobile In-App environments, and in nine languages for CTV environments;</li> <li>• Display and Video Viewable Impressions and related viewability metrics, GroupM, PMX (Display and Video Active Impressions), Video, Audibility, Video Completion and Quartile, Video Filtering, and other ancillary metrics in Desktop, Mobile Web and Mobile In-App environments;</li> <li>• Sophisticated Invalid Traffic (SIVT) filtration in Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) environments;</li> <li>• Property Level Ad-Verification metrics in over 40 languages page-level and domain classification), in Desktop, Mobile Web and Mobile In-App environments, and in nine languages for CTV environments;</li> <li>• Video completion-based metrics (including on-screen metrics) in CTV environments;</li> <li>• Display and Video Authentic Attention® metrics within Desktop, Mobile Web and Mobile In-App;</li> <li>• Independent third-party reporting of Facebook Display and Video Impressions and Viewable Impressions and related viewability metrics within Desktop, Mobile Web and Mobile In-App;</li> <li>• Independent third-party calculation and reporting of Google's Ads Data Hub (ADH) Video Impressions, Viewable Impressions and related viewability metrics in Desktop, Mobile Web and Mobile In-App environments;</li> <li>• Pre-bid data across all programmatic and enterprise partners, which includes Authentic Brand Suitability, property-level ad verification functionality for Brand Safety &amp; Brand Suitability and Contextual as well as</li> </ul>			

	<p>Viewability data within Desktop, Mobile Web and Mobile In-App environments, and Invalid Traffic (General and Sophisticated IVT) data within Desktop, Mobile Web, Mobile In-App and CTV environments.</p> <p>Note: Audit reports are property of the Media Rating Council, and DV does not have permission to share them. Upon request, DV is able to share the accreditation letters from the MRC that attest to our accreditations.</p>
--	---

**QRE 1.5.2**

See response in QRE 1.5.1

Measure 1.6

Relevant Signatories will advance the development, improve the availability, and take practical steps to advance the use of brand safety tools and partnerships, with the following goals:

- To the degree commercially viable, relevant Signatories will provide options to integrate information and analysis from source-raters, services that provide indicators of trustworthiness, fact-checkers, researchers or other relevant stakeholders providing information e.g., on the sources of Disinformation campaigns to help inform decisions on ad placement by ad buyers, namely advertisers and their agencies.

- Advertisers, agencies, ad tech companies, and media platforms and publishers will take effective and reasonable steps to integrate the use of brand safety tools throughout the media planning, buying and reporting process, to avoid the placement of their advertising next to Disinformation content and/or in places or sources that repeatedly publish Disinformation.

- Brand safety tool providers and rating services who categorise content and domains will provide reasonable transparency about the processes they use, insofar that they do not release commercially sensitive information or divulge trade secrets, and that they establish a mechanism for customer feedback and appeal.

**QRE 1.6.3:** Signatories that provide brand safety tools will outline how they are ensuring transparency and appealability about their processes and outcomes.



<b>QRE 1.6.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 1.6.2</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 1.6.3</b>	DoubleVerify makes classifications according to detailed classification policies.- These policies are the intellectual property of DoubleVerify. In order for advertisers and publishers to understand DoubleVerify's classification of content, DV displays descriptions of content categories in Pinnacle, which is DV's User Interface that can be accessed by both buyers and sellers. Pinnacle descriptions are not intended to be exhaustive and are a general representation of content within a category. DoubleVerify has a formal and documented process for requests, or objections, from publishers, agencies or DV personnel about a site or a page's classification. In this process, DoubleVerify sales, account managers, or other departments submit a request through JIRA, DV's internal ticketing system, or by emailing the request to classificationrequest@doubleverify.com. External parties may submit requests by email to classificationrequest@doubleverify.com. Requests are handled and documented by the brand safety classification team according to standard procedure. Once the review has been completed, the outcome is communicated with the reporter. DoubleVerify is constantly reviewing and updating the standard procedures for classification reviews in order to ensure transparency, consistency and fairness as our product offering grows.
<b>QRE 1.6.4</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 1.6.1</b>	Methodology of data measurement [suggested character limit: 500 characters]
	In view of steps taken to integrate brand safety tools: % of advertising/ media investment protected by such tools
<b>Member States</b>	
List actions per member states and languages (see example table above)	

<b>II. Scrutiny of Ad Placements</b>	
<b>Commitment 2</b>	
Relevant Signatories participating in advertising commit to prevent the misuse of advertising systems to disseminate Disinformation in the form of advertising messages.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures

Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.			
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures			
<b>Measure 2.1</b>				
<b>QRE 2.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 2.1.1 – Numbers by actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Type of Action 1 [linked to the policy mentioned in QRE]	Type of Action 2 [linked to the policy mentioned in QRE]	Type of Action 3 [linked to the policy mentioned in QRE]	Type of Action 4 [linked to the policy mentioned in QRE]
<b>Member States</b>				
List actions per member states and languages (see example table above)				
<b>Measure 2.2</b>				
<b>QRE 2.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>Measure 2.3</b>				
<b>QRE 2.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 2.3.1</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of ads removed (as well as reach of ads before they were successfully removed)		Number of ads prohibited	
<b>Member States</b>				
List actions per member states and languages (see example table above)				
<b>Measure 2.4</b>				
<b>QRE 2.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 2.4.1</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of appeals		Proportion of appeals that led to a change of the initial decision	
<b>Member States</b>				
List actions per member states and languages (see example table above)				

## II. Scrutiny of Ad Placements

### Commitment 3

Relevant Signatories involved in buying, selling and placing digital advertising commit to exchange best practices and strengthen cooperation with relevant players, expanding to organisations active in the online monetisation value chain, such as online e-payment services, e-commerce platforms and relevant crowd-funding/donation systems, with the aim to increase the effectiveness of scrutiny of ad placements on their own services.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item. No
If yes, list these implementation measures here [short bullet points].	NA
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item. No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	NA
<b>Measure 3.1</b>	<p>Measure 3.1. Relevant Signatories will cooperate with platforms, advertising supply chain players, source-rating services, services that provide indicators of trustworthiness, fact-checking organisations, advertisers and any other actors active in the online monetisation value chain, to facilitate the integration and flow of information, in particular information relevant for tackling purveyors of harmful Disinformation, in full respect of all relevant data protection rules and confidentiality agreements.</p> <p>QRE 3.1.1: Signatories will outline how they work with others across industry and civil society to facilitate the flow of information that may be relevant for tackling purveyors of harmful Disinformation.</p>
<b>QRE 3.1.1</b>	<p>DoubleVerify 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 to preserve the fair value exchange between buyers and sellers of digital media. Hundreds of Fortune 500 advertisers employ DV's unbiased data and analytics to drive campaign quality and effectiveness, and to maximise return on their digital advertising investments – globally.</p> <p>DV values partnerships within the ecosystem, and DV measurement, analytics and protections solutions are supported through partnerships with the majority of digital publishers across the globe. DV services are also available for advertisers to use on the largest social and programmatic platforms.</p> <p>DV is committed to helping advertiser and platform partners make decisions to-avoid and de-incentivise inflammatory</p>

	news-/disinformation through education, industry action and best-in-class solutions that many advertisers concerned with disinformation and controversial political content can use.
Measure 3.2	<p><i>Measure 3.2 Relevant Signatories will exchange among themselves information on Disinformation trends and TTPs (Tactics, Techniques, and Procedures), via the Code Task-force, GARM, IAB Europe, or other relevant fora. This will include sharing insights on new techniques or threats observed by Relevant Signatories, discussing case studies, and other means of improving capabilities and steps to help remove Disinformation across the advertising supply chain - potentially including real-time technical capabilities.</i></p> <p><i>QRE 3.2.1: Signatories will report on their discussions within fora mentioned in Measure 3.2, being mindful of not disclosing information that is confidential and/or that may be used by malicious actors to circumvent the defences set by Signatories and others across the advertising supply chain. This could include, for instance, information about the fora Signatories engaged in; about the kinds of information they shared; and about the learnings they derived from these exchanges.</i></p>
QRE 3.2.1	DV is proud to contribute to industry bodies, such as IAB & GARM, and contribute to the development of and advocate for the adoption of the industry standards best practices.
Measure 3.3	<p><i>Measure 3.3 Relevant Signatories will integrate the work of or collaborate with relevant third-party organisations, such as independent source-rating services, services that provide indicators of trustworthiness, fact-checkers, researchers, or open-source investigators, in order to reduce monetisation of Disinformation and avoid the dissemination of advertising containing Disinformation.</i></p> <p><i>QRE 3.3.1: Signatories will report on the collaborations and integrations relevant to their work with organisations mentioned.</i></p>
QRE 3.3.1	To comprehensively identify content within DoubleVerify's 'Inflammatory Politics & News' content category, our team assesses content by looking at the structure, language, rhetoric and any association with organisations known for perpetuating misinformation or inflammatory content. DV also analyses a range of other inputs and sources including expert third-party reporting and data from Storyzy, a technology company that offers automated solutions for tracking inflammatory political content and misinformation online, across multiple languages.

<b>III. Political Advertising</b>	
<b>Commitment 4</b>	
Relevant Signatories commit to adopt a common definition of “political and issue advertising”.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.

If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 4.1	
Measure 4.2	
<b>QRE 4.1.1 (for measures 4.1 and 4.2)</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 4.1.2 (for measures 4.1 and 4.2)</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>III. Political Advertising</b>	
<b>Commitment 5</b>	
Relevant Signatories commit to apply a consistent approach across political and issue advertising on their services and to clearly indicate in their advertising policies the extent to which such advertising is permitted or prohibited on their services.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 5.1	
<b>QRE 5.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>III. Political Advertising</b>
-----------------------------------

## Commitment 6

Relevant Signatories commit to make political or issue ads clearly labelled and distinguishable as paid-for content in a way that allows users to understand that the content displayed contains political or issue advertising

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.		
If yes, list these implementation measures here [short bullet points].	New implementation Measures		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures		
<b>Measure 6.1</b>			
<b>QRE 6.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		
<b>Measure 6.2</b>			
<b>QRE 6.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		
<b>QRE 6.2.2</b>	Outline relevant actions [suggested character limit: 2000 characters]		
<b>SLI 6.2.1 – numbers for actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]		
	Number of ads accepted & labelled according to 6.2	Amounts spent by labelled advertisers	Other relevant metrics

<b>Member States</b>				
List actions per member states and languages (see example table above)				
Measure 6.3				
<b>QRE 6.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
Measure 6.4				
<b>QRE 6.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
Measure 6.5				
<b>QRE 6.5.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			

### III. Political Advertising

#### Commitment 7

Relevant Signatories commit to put proportionate and appropriate identity verification systems in place for sponsors and providers of advertising services acting on behalf of sponsors placing political or issue ads. Relevant signatories will make sure that labelling and user-facing transparency requirements are met before allowing placement of such ads.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.	
If yes, list these implementation measures here [short bullet points].	New implementation Measures	
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures	
<b>Measure 7.1</b>		
<b>QRE 7.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]	
<b>SLI 7.1.1 – numbers for actions enforcing policies above (comparable metrics as for SLI 6.2.1)</b>	Methodology of data measurement [suggested character limit: 500 characters]	
	Nr of ads rejected	Other relevant metrics
<b>Member States</b>		
List actions per member states and languages (see example table above)		
<b>Measure 7.2</b>		
<b>QRE 7.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]	
<b>QRE 7.2.2</b>	Outline relevant actions [suggested character limit: 2000 characters]	
<b>Measure 7.3</b>		
<b>QRE 7.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]	
<b>QRE 7.3.2</b>	Outline relevant actions [suggested character limit: 2000 characters]	



Measure 7.4	
<b>QRE 7.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>III. Political Advertising</b>	
<b>Commitment 8</b>	
Relevant Signatories commit to provide transparency information to users about the political or issue ads they see on their service.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New Implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 8.1	
Measure 8.2	
<b>QRE 8.2.1 (for measures 8.1 &amp; 8.2)</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>III. Political Advertising</b>	
<b>Commitment 9</b>	
Relevant Signatories commit to provide users with clear, comprehensible, comprehensive information about why they are seeing a political or issue ad.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.

If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 9.1	
Measure 9.2	
<b>QRE 9.2.1 (for measures 9.1 &amp; 9.2)</b>	Outline relevant actions [suggested character limit: 2000 characters]

### III. Political Advertising

#### Commitment 10

Relevant Signatories commit to maintain repositories of political or issue advertising and ensure their currentness, completeness, usability and quality, such that they contain all political and issue advertising served, along with the necessary information to comply with their legal obligations and with transparency commitments under this Code.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures

Measure 10.1	
Measure 10.2	
<b>QRE 10.2.1 (for measures 10.1 &amp; 10.2)</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>III. Political Advertising</b>	
<b>Commitment 11</b>	
Relevant Signatories commit to provide application programming interfaces (APIs) or other interfaces enabling users and researchers to perform customised searches within their ad repositories of political or issue advertising and to include a set of minimum functionalities as well as a set of minimum search criteria for the application of APIs or other interfaces.”	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 11.1	
Measure 11.2	
Measure 11.3	
Measure 11.4	
<b>QRE 11.1.1 (for measures 11.1-11.4)</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 11.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>III. Political Advertising</b>
-----------------------------------

### Commitment 12

Relevant Signatories commit to increase oversight of political and issue advertising and constructively assist, as appropriate, in the creation, implementation and improvement of political or issue advertising policies and practices.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 12.1	
Measure 12.2	
Measure 12.3	
<b>QRE 12.1.1 (for measures 12.1-12.3)</b>	Outline relevant actions [suggested character limit: 2000 characters]

### III. Political Advertising

### Commitment 13

Relevant Signatories agree to engage in ongoing monitoring and research to understand and respond to risks related to Disinformation in political or issue advertising.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.

If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 13.1	
Measure 13.2	
Measure 13.3	
<b>QRE 13.1.1 (for measures 13.1-13.3)</b>	Outline relevant actions [suggested character limit: 2000 characters]

## IV. Integrity of Services

### Commitment 14

In order to limit impermissible manipulative behaviours and practices across their services, Relevant Signatories commit to put in place or further bolster policies to address both misinformation and disinformation across their services, and to agree on a cross-service understanding of manipulative behaviours, actors and practices not permitted on their services. Such behaviours and practices, which should periodically be reviewed in light with the latest evidence on the conducts and TTPs employed by malicious actors, such as the AMITT Disinformation Tactics, Techniques and Procedures Framework, include:

The following TTPs pertain to the creation of assets for the purpose of a disinformation campaign, and to ways to make these assets seem credible:

- 1. Creation of inauthentic accounts or botnets (which may include automated, partially automated, or non-automated accounts)
- 2. Use of fake / inauthentic reactions (e.g. likes, up votes, comments)
- 3. Use of fake followers or subscribers
- 4. Creation of inauthentic pages, groups, chat groups, fora, or domains
- 5. Account hijacking or impersonation

The following TTPs pertain to the dissemination of content created in the context of a disinformation campaign, which may or may not include some forms of targeting or attempting to silence opposing views. Relevant TTPs include:

- 6. Deliberately targeting vulnerable recipients (e.g. via personalized advertising, location spoofing or obfuscation)
- 7. Deploy deceptive manipulated media (e.g. "deep fakes", "cheap fakes"...) )
- 8. Use "hack and leak" operation (which may or may not include doctored content)
- 9. Inauthentic coordination of content creation or amplification, including attempts to deceive/manipulate platform algorithms (e.g. keyword stuffing or inauthentic posting/reposting designed to mislead people about popularity of content, including by influencers)
- 10. Use of deceptive practices to deceive/manipulate platform algorithms, such as to create, amplify or hijack hashtags, data voids, filter bubbles, or echo chambers
- 11. Non-transparent compensated messages or promotions by influencers
- 12. Coordinated mass reporting of non-violative opposing content or accounts

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]

Choose an item.

If yes, list these implementation measures here [short bullet points].

New implementation Measures

Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 14.1	
<b>QRE 14.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 14.1.2</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 14.2	

**SLI 14.2.1 – SLI 14.2.4**

SLI 14.2.1 – SLI 14.2.4												
TTP OR ACTION1	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
TTP OR ACTION 2	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											



	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		
	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 3</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	SLI 14.2.1		SLI 14.2.2				SLI 14.2.3			SLI 14.2.4		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 4</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 5</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 6</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 7</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 8</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 9</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 10</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		



	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 11</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		

	Nr of instances of identified TTPs	Nr of actions taken by type	Views/impressions before action	Interaction/engagement before action	Views/impressions after action	Interaction/engagement after action	Penetration and impact on genuine users	Trends on targeted audiences	Trends on narratives used	TTPs related content in relation to overall content on the service	Views/impressions of TTP related content (in relation to overall views/impressions on the service)	Interaction/engagement with TTP related content (in relation to overall interaction/engagement on the service)
<b>Member States</b>												
List actions per member states (see example table above)												
<b>TTP OR ACTION 12</b>	[ONLY IF THIS TABLE COVERS MORE THAN ONE TTP]: TTPs covered by this action, selected from the list at the top of this chapter [suggested character limit: 500 characters]											
	Methodology of data measurement [suggested character limit: 500 characters]											
	Where input is not provided explain reasons and planned remedial action [suggested character limit: 500 characters]											
	<b>SLI 14.2.1</b>		<b>SLI 14.2.2</b>				<b>SLI 14.2.3</b>			<b>SLI 14.2.4</b>		



## IV. Integrity of Services

### Commitment 15

Relevant Signatories that develop or operate AI systems and that disseminate AI-generated and manipulated content through their services (e.g. deep fakes) commit to take into consideration the transparency obligations and the list of manipulative practices prohibited under the proposal for Artificial Intelligence Act.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 15.1	
<b>QRE 15.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 15.2	
<b>QRE 15.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

## IV. Integrity of Services

### Commitment 16

Relevant Signatories commit to operate channels of exchange between their relevant teams in order to proactively share information about cross-platform influence operations, foreign interference in information space and relevant incidents that emerge on their respective services, with the aim of preventing dissemination and resurgence on other services, in full compliance with privacy legislation and with due consideration for security and human rights risks.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.		
If yes, list these implementation measures here [short bullet points].	New implementation Measures		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures		
<b>Measure 16.1</b>			
<b>QRE 16.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		
<b>SLI 16.1.1 – Numbers of actions as a result of information sharing</b>	Methodology of data measurement [suggested character limit: 500 characters]		
	Nr of actions taken (total)	Type of detected content	Other relevant metrics
<b>Member States</b>			
List actions per member states and languages (see example table above)			
<b>Measure 16.2</b>			
<b>QRE 16.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		

## V. Empowering Users

### Commitment 17

In light of the European Commission's initiatives in the area of media literacy, including the new Digital Education Action Plan, Relevant Signatories commit to continue and strengthen their efforts in the area of media literacy and critical thinking, also with the aim to include vulnerable groups.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.			
If yes, list these implementation measures here [short bullet points].	New implementation Measures			
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.			
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures			
<b>Measure 17.1</b>				
<b>QRE 17.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 17.1.1 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Total count of the tool's impressions	Interactions/ engagement with the tool	Other relevant metrics	Other relevant metrics
<b>Member States</b>				
List actions per member states and languages (see example table above)				
<b>Measure 17.2</b>				
<b>QRE 17.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 17.2.1 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of media literacy/ awareness raising activities organised/ participated in	Reach of campaigns	Nr of participants	Nr of interactions with online assets
<b>Member States</b>				

List actions per member states and languages (see example table above)					
Measure 17.3					
<b>QRE 17.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]				

<b>V. Empowering Users</b>					
<b>Commitment 18</b>					
Relevant Signatories commit to minimise the risks of viral propagation of Disinformation by adopting safe design practices as they develop their systems, policies, and features.					
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.				
If yes, list these implementation measures here [short bullet points].	New implementation Measures				
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.				
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures				
Measure 18.1					
<b>QRE 18.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]				
<b>QRE 18.1.2</b>	Outline relevant actions [suggested character limit: 2000 characters]				
<b>QRE 18.1.3</b>	Outline relevant actions [suggested character limit: 2000 characters]				
<b>SLI 18.1.1 - actions proving effectiveness of measures and policies</b>	Methodology of data measurement [suggested character limit: 500 characters]				
	Reduction of prevalence of disinformation	Reduction of views/ impressions of disinformation	Increase in visibility of authoritative information	Other relevant metrics	

<b>Member States</b>				
List actions per member states and languages (see example table above)				
Measure 18.2				
<b>QRE 18.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 18.2.1 - actions taken in response to policy violations</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Total no of violations	Metric 1: indicating the impact of the action taken	Metric 2: indicating the impact of the action taken	Metric 3: indicating the impact of the action taken
<b>Member States</b>				
List actions per member states and languages (see example table above)				
Measure 18.3				
<b>QRE 18.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			

## V. Empowering Users

### Commitment 19

Relevant Signatories using recommender systems commit to make them transparent to the recipients regarding the main criteria and parameters used for prioritising or deprioritising information, and provide options to users about recommender systems, and make available information on those options.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures



Measure 19.1				
<b>QRE 19.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
Measure 19.2				
<b>SLI 19.2.1 – user settings</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	No of times users actively engaged with these settings			
<b>Member States</b>				
List actions per member states and languages (see example table above)				

<b>V. Empowering Users</b>	
<b>Commitment 20</b>	
Relevant Signatories commit to empower users with tools to assess the provenance and edit history or authenticity or accuracy of digital content.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 20.1	
<b>QRE 20.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 20.2	
<b>QRE 20.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>V. Empowering Users</b>
----------------------------

## Commitment 21

Relevant Signatories commit to strengthen their efforts to better equip users to identify Disinformation. In particular, in order to enable users to navigate services in an informed way, Relevant Signatories commit to facilitate, across all Member States languages in which their services are provided, user access to tools for assessing the factual accuracy of sources through fact-checks from fact-checking organisations that have flagged potential Disinformation, as well as warning labels from other authoritative sources.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.			
If yes, list these implementation measures here [short bullet points].	New implementation Measures			
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.			
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures			
<b>Measure 21.1</b>				
<b>QRE 21.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 21.1.1 - actions taken under measure 21.1</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Total impressions of fact-checks	Ratio of impressions of fact-checks to original impressions of fact-checked content	Reach of labels/ fact-checkers and other authoritative sources	Other pertinent metric
<b>Member States</b>				
List actions per member states and languages (see example table above)				
<b>SLI 21.1.2 - actions taken under measure 21.1</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of articles published by independent fact-checkers	Nr of labels applied to content, such as on the basis of such articles	Meaningful metrics such as the impact of 21.1. measures on user interactions with, or user re-shares of,	

			content fact-checked as false or misleading
<b>Member States</b>			
List actions per member states and languages (see example table above)			
<b>QRE 21.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		
Measure 21.3			
<b>QRE 21.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		

<b>V. Empowering Users</b>	
<b>Commitment 22</b>	
<p>Relevant Signatories commit to provide users with tools to help them make more informed decisions when they encounter online information that may be false or misleading, and to facilitate user access to tools and information to assess the trustworthiness of information sources, such as indicators of trustworthiness for informed online navigation, particularly relating to societal issues or debates of general interest.</p>	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 22.1	
<b>QRE 22.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 22.1.1 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Percentage of users that have enabled the trustworthiness indicator
<b>Member States</b>	
List actions per member states and languages (see example table above)	

Measure 22.2	
<b>QRE 22.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 22.3	
<b>QRE 22.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 22.4	
<b>QRE 22.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 22.4.1 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Volume of traffic to trustworthy sources generated thanks to the outlined trustworthiness indicators
<b>Member States</b>	
List actions per member states and languages (see example table above)	
Measure 22.5	
<b>QRE 22.5.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 22.5.1 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Total nr of instances when a publisher's rating changed from untrustworthy to trustworthy following a hearing before a rating/updated rating is issued
<b>Member States</b>	
List actions per member states and languages (see example table above)	
<b>SLI 22.5.2 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Total nr of publishers who improved their score under the trustworthiness indicator
<b>Member States</b>	
List actions per member states and languages (see example table above)	
Measure 22.6	
<b>QRE 22.6.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 22.6.1 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Relevant statistics and analysis on engagement and conformity assessment
<b>Member States</b>	
List actions per member states and languages (see example table above)	
Measure 22.7	
<b>QRE 22.7.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 22.7.1 - actions enforcing policies above</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Impressions                      Clicks                      CTR                      Shares
<b>Member States</b>	
List actions per member states and languages (see example table above)	

<b>V. Empowering Users</b>	
<b>Commitment 23</b>	
Relevant Signatories commit to provide users with the functionality to flag harmful false and/or misleading information that violates Signatories policies or terms of service.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
<b>Measure 23.1</b>	
<b>QRE 23.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>Measure 23.2</b>	
<b>QRE 23.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>V. Empowering Users</b>	
<b>Commitment 24</b>	
Relevant Signatories commit to inform users whose content or accounts has been subject to enforcement actions (content/accounts labelled, demoted or otherwise enforced on) taken on the basis of violation of policies relevant to this section (as outlined in Measure 18.2), and provide them with the possibility to appeal against the enforcement action at issue and to handle complaints in a timely, diligent, transparent, and objective manner and to reverse the action without undue delay where the complaint is deemed to be founded.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.

If yes, list these implementation measures here [short bullet points].	New implementation Measures			
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.			
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures			
<b>Measure 24.1</b>				
<b>QRE 24.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 24.1.1 - enforcement actions</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of enforcement actions	Nr of actions appealed	Metrics on results of appeals	Metrics on the duration and effectiveness of the appeal process
<b>Member States</b>				
List actions per member states and languages (see example table above)				

## V. Empowering Users

### Commitment 25

In order to help users of private messaging services to identify possible disinformation disseminated through such services, Relevant Signatories that provide messaging applications commit to continue to build and implement features or initiatives that empower users to think critically about information they receive and help them to determine whether it is accurate, without any weakening of encryption and with due regard to the protection of privacy.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.			
If yes, list these implementation measures here [short bullet points].	New implementation Measures			
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.			

If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 25.1	
<b>QRE 25.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 25.1.1</b>	Methodology of data measurement [suggested character limit: 500 characters] Our company would like to provide following data:
<b>Member States</b>	
List actions per member states and languages (see example table above)	
Measure 25.2	
<b>QRE 25.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 25.2.1 - use of select tools</b>	Methodology of data measurement [suggested character limit: 500 characters] Metrics on the use and impact of tools, features and campaigns deployed to meet Measures 25.2 and 25.2
<b>Member States</b>	
List actions per member states and languages (see example table above)	

<b>VI. Empowering the research community</b>	
<b>Commitment 26</b>	
Relevant Signatories commit to provide access, wherever safe and practicable, to continuous, real-time or near real-time, searchable stable access to non-personal data and anonymised, aggregated, or manifestly-made public data for research purposes on Disinformation through automated means such as APIs or other open and accessible technical solutions allowing the analysis of said data.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.

If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures					
Measure 26.1						
<b>QRE 26.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]					
<b>QRE 26.1.2</b>	Outline relevant actions [suggested character limit: 2000 characters]					
<b>SLI 26.1.1 - e uptake of the tools and processes described in Measure 26.1</b>	Methodology of data measurement [suggested character limit: 500 characters]					
	Nr of users of public access	Other quantitative information on public access		Other quantitative information on public access		
<b>Member States</b>						
List actions per member states and languages (see example table above)						
Measure 26.2						
<b>QRE 26.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]					
<b>QRE 26.2.2</b>	Outline relevant actions [suggested character limit: 2000 characters]					
<b>QRE 26.2.3</b>	Outline relevant actions [suggested character limit: 2000 characters]					
<b>SLI 26.2.1 - meaningful metrics on the uptake, swiftness, and acceptance level of the tools and processes in Measure 26.2</b>	Methodology of data measurement [suggested character limit: 500 characters]					
	No of monthly users	No of applications received	No of applications rejected	No of applications accepted	Average response time	Other metrics
<b>Member States</b>						
List actions per member states and languages (see example table above)						
Measure 26.3						
<b>QRE 26.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]					

## VI. Empowering the research community

### Commitment 27

Relevant Signatories commit to provide vetted researchers with access to data necessary to undertake research on Disinformation by developing, funding, and cooperating with an independent, third-party body that can vet researchers and research proposals.

In line with this commitment, did you deploy new implementation measures (e.g. changes to	Choose an item.
---	-----------------



your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 27.1	
<b>QRE 27.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 27.2	
<b>QRE 27.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 27.3	
<b>QRE 27.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 27.3.1 - research projects vetted by the independent third-party body</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Nr of research projects for which they provided access to data
<b>Member States</b>	
List actions per member states and languages (see example table above)	
Measure 27.4	
<b>QRE 27.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

## VI. Empowering the research community

### Commitment 28

Relevant Signatories commit to support good faith research into Disinformation that involves their services.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures

Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 28.1	
<b>QRE 28.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 28.2	
<b>QRE 28.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 28.3	
<b>QRE 28.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 28.4	
<b>QRE 28.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>VI. Empowering the research community</b>	
<b>Commitment 29</b>	
Relevant Signatories commit to conduct research based on transparent methodology and ethical standards, as well as to share datasets, research findings and methodologies with relevant audiences.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures

Measure 29.1	
<b>QRE 29.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 29.1.2</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 29.1.3</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 29.1.1 - reach of stakeholders or citizens informed about the outcome of research projects</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Reach of stakeholders or citizens informed about the project
<b>Member States</b>	
List actions per member states and languages (see example table above)	
Measure 29.2	
<b>QRE 29.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 29.2.2</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 29.2.3</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 29.2.1</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Reach of stakeholders or citizens informed about the project
<b>Member States</b>	
List actions per member states and languages (see example table above)	
Measure 29.3	
<b>QRE 29.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 29.3.1 - reach of stakeholders or citizens informed about the outcome of research projects</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Reach of stakeholders or citizens informed about the project
<b>Member States</b>	
List actions per member states and languages (see example table above)	

## VII. Empowering the fact-checking community

### Commitment 30

Relevant Signatories commit to establish a framework for transparent, structured, open, financially sustainable, and non-discriminatory cooperation between them and the EU fact-checking community regarding resources and support made available to fact-checkers

In line with this commitment, did you deploy new implementation measures (e.g. changes to	Choose an item.
---	-----------------

your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 30.1	
<b>QRE 30.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 30.1.2</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 30.1.3</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 30.1.1 – Member States and languages covered by agreements with the fact-checking organisations</b>	Methodology of data measurement [suggested character limit: 500 characters]
<b>Member States</b>	Nr of agreements with fact-checking organisations
List actions per member states and languages (see example table above)	
Measure 30.2	
<b>QRE 30.2.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 30.2.2</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 30.2.3</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 30.3	
<b>QRE 30.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 30.4	
<b>QRE 30.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

## VII. Empowering the fact-checking community

## Commitment 31

Relevant Signatories commit to integrate, showcase, or otherwise consistently use fact-checkers' work in their platforms' services, processes, and contents; with full coverage of all Member States and languages.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.			
If yes, list these implementation measures here [short bullet points].	New implementation Measures			
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.			
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures			
<b>Measure 31.1</b>				
<b>Measure 31.2</b>				
<b>QRE 31.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]			
<b>SLI 31.1.1 – use of fact-checks</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of fact-checked articles published	Reach of fact-checked	Nr of content pieces reviewed by fact-checkers	Other
<b>Member States</b>				
List actions per member states and languages (see example table above)				
<b>SLI 31.1.2 – impact of actions taken</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Nr of pieces of content labelled	Impact of said measures on user interactions with information labelled as false or misleading	Other	
<b>Member States</b>				
List actions per member states and languages (see example table above)				
<b>SLI 31.1.3 – Quantitative information used for contextualisation for the SLIs 31.1.1 / 31.1.2</b>	Methodology of data measurement [suggested character limit: 500 characters]			
	Denominator to be decided within the TF ahead of the baseline report			
<b>Member States</b>				

List actions per member states and languages (see example table above)	
Measure 31.3	
<b>QRE 31.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]
Measure 31.4	
<b>QRE 31.4.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>VII. Empowering the fact-checking community</b>			
<b>Commitment 32</b>			
Relevant Signatories commit to provide fact-checkers with prompt, and whenever possible automated, access to information that is pertinent to help them to maximise the quality and impact of fact-checking, as defined in a framework to be designed in coordination with EDMO and an elected body representative of the independent European fact-checking organisations.			
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.		
If yes, list these implementation measures here [short bullet points].	New implementation Measures		
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.		
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures		
Measure 32.1			
Measure 32.2			
<b>QRE 32.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		
<b>SLI 32.1.1 - use of the interfaces and other tools</b>	Methodology of data measurement [suggested character limit: 500 characters]		
	Monthly users	Other	Other
<b>Member States</b>			
List actions per member states and languages (see example table above)			
Measure 32.3			
<b>QRE 32.3.1</b>	Outline relevant actions [suggested character limit: 2000 characters]		

## VII. Empowering the fact-checking community

### Commitment 33

Relevant Signatories (i.e. fact-checking organisations) commit to operate on the basis of strict ethical and transparency rules, and to protect their independence.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.	
If yes, list these implementation measures here [short bullet points].	New implementation Measures	
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures	
Measure 33.1		
<b>QRE 33.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]	
<b>SLI 33.1.1 - number of European fact-checkers that are IFCN-certified</b>	Methodology of data measurement [suggested character limit: 500 characters]	
	Nr of fact-checkers IFCN-certified	Nr of members of CPI
<b>Member States</b>		
List actions per member states and languages (see example table above)		

## VIII. Transparency Centre

### Commitment 34

To ensure transparency and accountability around the implementation of this Code, Relevant Signatories commit to set up and maintain a publicly available common Transparency Centre website

In line with this commitment, did you deploy new implementation measures (e.g. changes to	Choose an item.	
---	-----------------	--

your terms of service, new tools, new policies, etc)? [Yes/No]	
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 34.1	
Measure 34.2	
Measure 34.3	
Measure 34.4	
Measure 34.5	

<b>VIII. Transparency Centre</b>	
<b>Commitment 35</b>	
Signatories commit to ensure that the Transparency Centre contains all the relevant information related to the implementation of the Code's Commitments and Measures and that this information is presented in an easy-to-understand manner, per service, and is easily searchable.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures



Measure 35.1	
Measure 35.2	
Measure 35.3	
Measure 35.4	
Measure 35.5	
Measure 35.6	

<b>VIII. Transparency Centre</b>	
<b>Commitment 36</b>	
Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 36.1	
Measure 36.2	
Measure 36.3	
<b>QRE 36.1.1 (for the Commitments 34-36)</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>QRE 36.1.2 (for the Commitments 34-36)</b>	Outline relevant actions [suggested character limit: 2000 characters]
<b>SLI 36.1.1 - (for Measures 34 and 36) meaningful quantitative information on the usage of the Transparency Centre, such as the average monthly visits of the webpage.</b>	Methodology of data measurement [suggested character limit: 500 characters]
	Our company would like to provide following data:

<b>Member States</b>	
List actions per member states and languages (see example table above)	

<b>IX. Permanent Task-Force</b>	
<b>Commitment 37</b>	
<p>Signatories commit to participate in the permanent Task-force. The Task-force includes the Signatories of the Code and representatives from EDMO and ERGA. It is chaired by the European Commission, and includes representatives of the European External Action Service (EEAS). The Task-force can also invite relevant experts as observers to support its work. Decisions of the Task-force are made by consensus.</p>	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
Measure 37.1	
Measure 37.2	
Measure 37.3	
Measure 37.4	
Measure 37.5	
Measure 37.6	
<b>QRE 37.6.1</b>	DV is committed to helping advertiser and platform partners make decisions to avoid and de-incentivise inflammatory news / disinformation through education, industry action and delivering best in class solutions that many advertisers concerned with disinformation and controversial political content can utilise. DV is committed to continue its ongoing engagement with the task-force, with a focus on scrutiny of ad placements and relevant subgroups related to demonetisation of disinformation

<b>X. Monitoring of Code</b>	
<b>Commitment 38</b>	
The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures
<b>Measure 38.1</b>	
<b>QRE 38.1.1</b>	Outline relevant actions [suggested character limit: 2000 characters]

<b>X. Monitoring of Code</b>	
<b>Commitment 39</b>	
Signatories commit to provide to the European Commission, within 1 month after the end of the implementation period (6 months after this Code's signature) the baseline reports as set out in the Preamble.	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> <li>- DV is in the process of updating our existing classification review process for when a publisher appeals the classification of their content.</li> <li>- DV has created a new reporting template and process for the purpose of reporting the impact of its services, at a member state level, to meet the requirements of SLI 1.1.1.</li> </ul>

Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	No

### X. Monitoring of Code

#### Commitment 40

Signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each Signatory, service and at Member State level.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> <li>- DV is in the process of updating our existing classification review process for when a publisher appeals the classification of their content.</li> <li>- DV has created a new reporting template and process for the purpose of reporting the impact of its services, at a member state level, to meet the requirements of SLI 1.1.1.</li> </ul>
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	No

Measure 40.1	
Measure 40.2	
Measure 40.3	
Measure 40.4	
Measure 40.5	
Measure 40.6	

<b>X. Monitoring of Code</b>	
<b>Commitment 41</b>	
<p>Signatories commit to work within the Task-force towards developing Structural Indicators, and publish a first set of them within 9 months from the signature of this Code; and to publish an initial measurement alongside their first full report. To achieve this goal, Signatories commit to support their implementation, including the testing and adapting of the initial set of Structural Indicators agreed in this Code. This, in order to assess the effectiveness of the Code in reducing the spread of online disinformation for each of the relevant Signatories, and for the entire online ecosystem in the EU and at Member State level. Signatories will collaborate with relevant actors in that regard, including ERGA and EDMO.</p>	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Yes
If yes, list these implementation measures here [short bullet points].	<ul style="list-style-type: none"> <li>- DV is in the process of updating our existing classification review process for when a publisher appeals the classification of their content.</li> <li>- DV has created a new reporting template and process for the purpose of reporting the impact of its services, at a member state level, to meet the requirements of SLI 1.1.1.</li> </ul>
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	No
If yes, which further implementation measures do you plan to put in place in the next 6 months?	NA
Measure 41.1	
Measure 41.2	
Measure 41.3	

## X. Monitoring of Code

### Commitment 42

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures

## X. Monitoring of Code

### Commitment 43

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.

In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to	Choose an item.

substantially improve the maturity of the implementation of this commitment? [Yes/No]	
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures

<b>X. Monitoring of Code</b>	
<b>Commitment 44</b>	
<p>Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.</p>	
In line with this commitment, did you deploy new implementation measures (e.g. changes to your terms of service, new tools, new policies, etc)? [Yes/No]	Choose an item.
If yes, list these implementation measures here [short bullet points].	New implementation Measures
Do you plan to put further implementation measures in place in the next 6 months to substantially improve the maturity of the implementation of this commitment? [Yes/No]	Choose an item.
If yes, which further implementation measures do you plan to put in place in the next 6 months?	Planned Implementation Measures

## Reporting on the service's response during a period of crisis

### Covid-19 pandemic

Overview of the main threats observed, such as crisis related disinformation campaigns, spread of misinformation, coordinated manipulative behaviours, malicious use of advertising products, involvement of foreign state actors, etc.: [suggested character limit: 2000 characters].

Executive summary of the company's main strategies and actions taken to mitigate the identified threats and react to the crisis: [suggested character limit: 2000 characters].

Best practices identified for future crisis situations: [suggested character limit: 2000 characters].

Future measures planned within the next six months: [suggested character limit: 2000 characters].

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

#### Changes in Policy Framework

	Policies	Rationale
Policies newly introduced for addressing the crisis		
Policies adapted for addressing the crisis		

#### Actions to mitigate the crisis impact on the service

Type of mitigation	Intervention or action (short summary) [suggested character limit: 500 characters]	Intervention or action (explanation and implementation) [suggested character limit: 2000 characters]	Impact metrics



<b>Actions taken against dis- and misinformation content (for example deamplification, labelling, removal etc.)</b>	<i>Intervention applied</i>	<i>Implementation and enforcement action(s) corresponding to Intervention</i>	<i>Performance Metrics (either as a subset of SLI 18.1.1. or 18.1.2. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Promotion of authoritative information, including via recommender systems and products and features such as banners and panels</b>	<i>Source promoted, Product deployed or Initiative taken</i>	<i>Implementation measures</i>	<i>Performance Metrics (either as a subset of SLI 18.2.1. or 22.7.1. for the crisis context, or other meaningful performance metrics available for the referenced intervention)</i>
<b>Cooperation with independent fact-checkers in the crisis context, including coverage in the EU</b>	<i>Implementation measure (Agreement with fact-checker in Member state)</i>	<i>Approach of cooperation with Fact-checkers in specific country</i>	<i>Performance Metrics (either as a subset of SLI 21.1.1., 21.1.2., 30.1.1., 31.1.1., 31.1.2., or 32.1.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Measures taken to demonetise disinformation related to the crisis</b>	<i>Intervention applied</i>	<i>Implementation measures</i>	<i>Performance Metrics (either as a subset of SLI 1.1.1., 1.2.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>

<b>Measures taken to prevent malicious advertising</b>	<i>Intervention applied</i>	<i>Implementation measure</i>	<i>Performance metrics (either as a subset of SLI 2.1.1., 2.3.1., 2.4.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Measures taken in the context of the crisis to counter manipulative behaviours/TTCs</b>	<i>Intervention applied</i>	<i>Implementation measures</i>	<i>Performance metrics (either as a subset of SLI 14.1.1., 14.2.1., 14.2.2., 14.2.3., 14.2.4. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Measures taken to support research into crisis related misinformation and disinformation</b>	<i>Program supported</i>	<i>Implementation measures</i>	<i>Performance Metrics (either as a subset of SLI 26.1.1., 26.2.1. or 27.3.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Relevant changes to working practices to respond to the demands of the crisis situation and/or additional human resources procured for the mitigation of the crisis</b>	<i>Changes to working practices</i>	<i>Actions carried out</i>	<i>Any available meaningful metrics for the referenced changes</i>

<b>Reporting on the service's response during a period of crisis</b>
<b>War of aggression by Russia on Ukraine</b>
Overview of the main threats observed, such as crisis related disinformation campaigns, spread of misinformation, coordinated manipulative behaviours, malicious use of advertising products, involvement of foreign state actors, etc.: [suggested character limit: 2000 characters].
Executive summary of the company's main strategies and actions taken to mitigate the identified threats and react to the crisis: [suggested character limit: 2000 characters].
Best practices identified for future crisis situations: [suggested character limit: 2000 characters].

Future measures planned within the next six months: [suggested character limit: 2000 characters].

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

### Changes in Policy Framework

	Policies	Rationale
Policies newly introduced for addressing the crisis		
Policies adapted for addressing the crisis		

### Actions to mitigate the crisis impact on the service

Type of mitigation	Intervention or action (short summary) [suggested character limit: 500 characters]	Intervention or action (explanation and implementation) [suggested character limit: 2000 characters]	Impact metrics
Actions taken against dis- and misinformation content (for example deamplification, labelling, removal etc.)	<i>Intervention applied</i>	<i>Implementation and enforcement action(s) corresponding to Intervention</i>	<i>Performance Metrics (either as a subset of SLI 18.1.1. or 18.1.2. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
Promotion of authoritative information, including via recommender systems and products	<i>Source promoted, Product deployed or Initiative taken</i>	<i>Implementation measures</i>	<i>Performance Metrics (either as a subset of SLI 18.2.1. or 22.7.1. for the crisis context, or other meaningful performance metrics)</i>

and features such as banners and panels			<i>available for the referenced intervention)</i>
<b>Cooperation with independent fact-checkers in the crisis context, including coverage in the EU</b>	<i>Implementation measure (Agreement with fact-checker in Member state)</i>	<i>Approach of cooperation with Fact-checkers in specific country</i>	<i>Performance Metrics (either as a subset of SLI 21.1.1., 21.1.2., 30.1.1., 31.1.1., 31.1.2., or 32.1.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Measures taken to demonetise disinformation related to the crisis</b>	<i>Intervention applied</i>	<i>Implementation measures</i>	<i>Performance Metrics (either as a subset of SLI 1.1.1., 1.2.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Measures taken to prevent malicious advertising</b>	<i>Intervention applied</i>	<i>Implementation measure</i>	<i>Performance metrics (either as a subset of SLI 2.1.1., 2.3.1., 2.4.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Measures taken in the context of the crisis to counter manipulative behaviours/TTCs</b>	<i>Intervention applied</i>	<i>Implementation measures</i>	<i>Performance metrics (either as a subset of SLI 14.1.1., 14.2.1., 14.2.2., 14.2.3., 14.2.4. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>
<b>Measures taken to support research into crisis related misinformation and disinformation</b>	<i>Program supported</i>	<i>Implementation measures</i>	<i>Performance Metrics (either as a subset of SLI 26.1.1., 26.2.1. or 27.3.1. for the crisis context or other meaningful performance metrics available for the referenced intervention)</i>

<b>Relevant changes to working practices to respond to the demands of the crisis situation and/or additional human resources procured for the mitigation of the crisis</b>	<i>Changes to working practices</i>	<i>Actions carried out</i>	<i>Any available meaningful metrics for the referenced changes</i>
--	-------------------------------------	----------------------------	--