**A 'Contrite' Facebook Refunds Advertisers, Who Still Want Oversight**

It wasn't much of a refund. But in this case it might be the thought that counts. Facebook is cutting checks to advertisers after it found a flaw in the way it measures certain video. It's the first time Facebook has been public about a problem measuring ads that involved billing since it started disclosing such reporting errors last year.

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<http://adage.com/article/digital/hold-web-facebook-refunds/309098/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1495750050&utm_visit=113450>