**Google Issues Refunds, Enlists IAB's Video Standards**

Some ad executives are receiving unexpected refunds from Google after Adalytics reported finding the adtech firm frequently breached its own advertising standards for video ad campaigns. Google says the scale of the "goodwill credits" of less than $1,000 demonstrates the report's exaggeration of issues and notes it plans to comply with IAB's current in-stream video standards.

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[*https://searchengineland.com/google-issues-refunds-accusations-mis-selling-ads-430695*](https://searchengineland.com/google-issues-refunds-accusations-mis-selling-ads-430695)