January 22, 2026

Ms. Aly Anzalone
Senior Technical Program Manager
Amazon Ads
Boulder, CO 80302

Dear Ms. Anzalone,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Amazon Advertising's first-party measurement and reporting of the Demand-side Platform (DSP) ("the Service") traffic served to:

1. Amazon Retail Supply Source, Internet Movie Database IMDb, web/app publishers enrolled in the Amazon Publisher Services (APS) program, and Third-party exchanges (3PX) Supply Sources, for Display BTR Impressions and Click-throughs (reported Gross and Net of General Invalid Traffic [GIVT]) within Desktop, Mobile Web and Mobile In-App environments.

2. Fire TV inventory source for Display BTR Impressions and Click-throughs (reported Gross and Net of GIVT) within Connected TV (CTV).

3. APS and 3PX supply source for Video BTR Impressions and Click-throughs (Gross and Net of GIVT), inclusive of ad break position and ad playback initiation type reporting dimensions, within Desktop, Mobile Web and Mobile In-App.

The MRC Board of Directors also voted in favor of granting initial accreditation to traffic served to:

1. Amazon Retail supply source for Video BTR Impressions and Click-throughs, inclusive of ad break position and ad playback initiation type reporting dimensions, and Display and Video Viewable impressions within Desktop, Mobile Web, and Mobile In-App.

2. Amazon IMDb for Display Viewable Impressions within Desktop, Mobile Web, and Mobile In-App.

3. APS and 3PX for Display and Video Viewable Impressions within Desktop, Mobile Web, and Mobile In-App.

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC, inclusive of interim guidance; the *Display Impression Guidelines,* the *Video Measurement Guidelines,* and the *Click Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Amazon's answers to the MRC questionnaire; and (3) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on maintaining this important Industry standard of quality, and look forward to continuing our work with Amazon in the future.

Sincerely,

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee
           Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Shadi Hamdan (MRC)
           Joe Bailey (EY)

Encl: 1 (Specific Accredited Statistics)

<u>Accredited metrics: Amazon Advertising</u>

Amazon Retail

Display and Video – Desktop, Mobile Web, Mobile In-App (Gross and Net of GIVT), inclusive of ad break position and ad playback initiation type reporting dimensions.

- Impressions (Begin to Render)
- Click-throughs
- Viewable impressions (rendered)
  - Measurable Impressions (rendered)
  - Non-Viewable impressions (rendered)
  - Non-measurable Impressions (rendered)
  - Measurable Rate (rendered)
  - Viewable Rate (rendered)
  - Viewable Distribution (rendered)
  - Non-viewable Distribution (rendered)
  - Non-measurable rate (rendered)

Amazon IMDb

Display – Desktop, Mobile Web, Mobile In-App (Gross and Net of GIVT)
- Impressions (Begin to Render)
- Click-throughs
- Viewable impressions (rendered)
  - Measurable Impressions (rendered)
  - Non-Viewable impressions (rendered)
  - Non-measurable Impressions (rendered)
  - Measurable Rate (rendered)
  - Viewable Rate (rendered)
  - Viewable Distribution (rendered)
  - Non-viewable Distribution (rendered)
  - Non-measurable rate (rendered)

APS, 3PX

Display and Video – Desktop, Mobile Web, Mobile In-App (Gross and Net of GIVT), inclusive of ad break position and ad playback initiation type reporting dimensions.
- Impressions (Begin to Render)
- Click-throughs
- Viewable impressions (rendered)
  - Measurable Impressions (rendered)
  - Non-Viewable impressions (rendered)
  - Non-measurable Impressions (rendered)
  - Measurable Rate (rendered)
  - Viewable Rate (rendered)
  - Viewable Distribution (rendered)
  - Non-viewable Distribution (rendered)
  - Non-measurable rate (rendered)

Fire TV

Display – Connected TV (Gross and Net of GIVT)
- Impressions (Begin to Render)
- Click-throughs