



**Media Rating
Council, Inc.**

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June 5, 2025

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) Retail Owned & Operated (O&O) Supply Source, Internet Movie Database IMDb O&O, web/app publishers enrolled in the Amazon Publisher Services (APS) program, and Third-party exchanges (3PX) Supply Source, for Display Begin to Render (BTR) Impressions and Clicks (reported Gross and Net of General Invalid Traffic [GIVT]) within Desktop, Mobile Web and Mobile In-App environments; (2) Fire TV O&O inventory source for Display BTR Impressions and Clicks (reported Gross and Net of GIVT) within Connected TV (CTV). The MRC Board of Directors also voted in favor of granting initial accreditation of Video Impressions and Clicks (Gross and Net of GIVT) for APS and 3PX supply sources within Desktop, Mobile Web and Mobile In-App, inclusive of ad break position and ad playback initiation type reporting dimensions.

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; 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,

A handwritten signature in black ink that reads "George W. Ivie". The signature is fluid and cursive, with the first name being the most prominent.

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)

Accredited metrics: Amazon Advertising

Retail O&O, IMDb O&O and APS, 3PX

Display – Desktop, Mobile Web, Mobile In-App (Gross and Net of GIVT)

- Impressions (Begin to Render)
- Clicks

APS and 3PX

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)
- Clicks

Fire TV O&O

Display – Connected TV (Gross and Net of GIVT)

- Impressions (Begin to Render)
- Clicks