



May 29, 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, 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 Web, Mobile Web and Mobile In-App environments.
2. Amazon Fire TV supply source for Display BTR Impressions and Click-throughs (reported Gross and Net of GIVT) within Connected TV (CTV).
3. APS and 3PX supply sources, for: Video BTR Impressions, inclusive of ad break position and ad playback initiation type reporting dimensions, and Click-throughs (reported Gross and Net of GIVT), within Desktop Web, Mobile Web and Mobile In-App.

The MRC Board of Directors also voted in favor of granting initial accreditation of Amazon Advertising's first-party measurement and reporting of the Service traffic served to:

1. Amazon Retail supply source, for: Video BTR Impressions, inclusive of ad break position and ad playback initiation type reporting dimensions, and Click-throughs (reported Gross and Net of General Invalid Traffic [GIVT]) and Display and Video Viewable impressions (reported Net of General Invalid Traffic [GIVT]) within Desktop Web, Mobile Web, and Mobile In-App.
2. Amazon IMDb supply source for Display Viewable Impressions (reported Net of General Invalid Traffic [GIVT]) within Desktop Web, Mobile Web, and Mobile In-App.
3. APS and 3PX supply sources for Display and Video Viewable Impressions (reported Net of General Invalid Traffic [GIVT]) within Desktop Web, Mobile Web, and Mobile In-App.
4. Amazon Alexa connected devices for Display BTR Impressions and Click-throughs (reported Gross and Net of General Invalid Traffic [GIVT]) and Viewable Impressions (reported Net of General Invalid Traffic [GIVT]).

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*, the *Viewable*

Ad Impression Guidelines and the *Click Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines*, *Mobile Viewable Ad 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)

Accredited metrics: Amazon Advertising

Amazon Retail, APS, 3PX

Display and Video – Desktop Web, 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
 - Measurable Impressions
 - Non-Viewable impressions
 - Non-measurable Impressions
 - Measurable Rate
 - Viewable Rate
 - Viewable Distribution
 - Non-viewable Distribution
 - Non-measurable rate

Amazon IMDB

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

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

Amazon Fire TV

Display – Connected TV (Gross and Net of GIVT)

- Impressions (Begin to Render)
- Click-throughs

Amazon Alexa

Display- Connected Devices

- Impressions (Begin to Render)
- Click-throughs
- Viewable impressions
 - Measurable Impressions
 - Non-Viewable impressions
 - Non-measurable Impressions
 - Measurable Rate

- Viewable Rate
- Viewable Distribution
- Non-viewable Distribution
- Non-measurable rate