



**Media Rating
Council, Inc.**

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October 1, 2025

Mr. Rob Favre
Compliance Officer/Engineering Director
Epsilon
40 Water Street
Boston, MA 02109

Dear Mr. Favre:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Epsilon (“the Service”) for the measurement and reporting of Display and Video Impressions and Correlated Outcomes (online and offline) within Desktop, Mobile Web and Mobile In-App environments, reported Gross and 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*, the General Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* inclusive of interim guidance, and the *Data Integration Guidelines* published by the MRC; the *Display Impression and Video Measurement Guidelines*, published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression and Mobile In-App Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Epsilon’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 we look forward to continuing our work with Epsilon in the years ahead.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie
Executive Director/CEO

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