



**Media Rating
Council, Inc.**

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March 5, 2025

Ms. Sydney Moore
Director of Compliance
Flashtalking by Mediaocean
120 Broadway
New York, NY 10271

Dear Ms. Moore:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Flashtalking for the measurement of Display, Rich Media and Video Ads Requested and Impressions within Desktop, Mobile Web and Mobile In-App (reported within the Device Reports), as well as reporting of Protected Media-measured Display, Rich Media and Video Impressions and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App, and Video Impressions within Connected TV (CTV), all inclusive of Sophisticated Invalid Traffic (SIVT) filtration applied to these metrics (reported within the Device Reports).

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research the Viewable Impression Measurement Guidelines* for desktop measurement and the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* published by the MRC; the *Display Impression Guidelines* and the *Video Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Flashtalking'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 Flashtalking 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 (MRC)
Fernando Perez, Marina Malachowski (EY)

Encl: 1 (Specific Accredited Statistics)
2 (Trustworthy Accountability Group Certified Against Fraud Addendum)

Flashtalking Ad Serving Platform: Specific Accredited Statistics

Metrics	Desktop	Mobile web	Mobile app	CTV	Filtration level	Format
Flashtalking measured metrics – Device reports						
Gross Unfiltered Ads Requested	Yes	Yes	Yes	No	Gross	Display/Video
Valid Ads Requested	Yes	Yes	Yes	No	Net of GIVT	Display/Video
Invalid Ads Requested	Yes	Yes	Yes	No	GIVT	Display/Video
Total Ads Requested	Yes	Yes	Yes	No	Gross	Display/Video
Gross Unfiltered Impressions Rendered	Yes	Yes	Yes	No	Gross	Display/Video
Invalid Impressions Rendered	Yes	Yes	Yes	No	GIVT	Display/Video
Valid Impressions Rendered	Yes	Yes	Yes	No	Net of GIVT	Display/Video
Protected Media-measured metrics – Device reports						
Protected Gross Impressions (#)	Yes	Yes	Yes	Yes*	Gross	Display/Video
Protected Impressions Net of GIVT (#)	Yes	Yes	Yes	Yes*	Net of GIVT	Display/Video
Protected Impressions Net of SIVT (#)	Yes	Yes	Yes	Yes*	Total Net of SIVT	Display/Video
Protected SIVT Undecided (#)	Yes	Yes	Yes	Yes*	SIVT	Display/Video
Protected Decision Rate Net of SIVT (%)	Yes	Yes	Yes	Yes*	SIVT	Display/Video
Protected Viewable Impressions Net of GIVT (#)	Yes	Yes	Yes	No	Net of GIVT	Display/Video
Protected Non-Viewable Impressions Net of GIVT (#)	Yes	Yes	Yes	No	Net of GIVT	Display/Video
Protected Undetermined Impressions Net of GIVT (#)	Yes	Yes	Yes	No	Net of GIVT	Display/Video
Protected Measured Rate Net of GIVT (%)	Yes	Yes	Yes	No	Net of GIVT	Display/Video
Protected Viewable Impressions Net of SIVT (#)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video
Protected Non-Viewable Impressions Net of SIVT (#)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video
Protected Undetermined Impressions Net of SIVT (#)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video
Protected Measured Rate Net of SIVT (%)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video
Protected Viewable Rate Net of SIVT (%)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video
Protected Percent Viewable net of SIVT (%)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video
Protected Percent Non-Viewable net of SIVT (%)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video
Protected Percent Undetermined net of SIVT (%)	Yes	Yes	Yes	No	Total Net of SIVT	Display/Video

***Note:** These CTV metrics are accredited for Video only



March 5, 2025

Ms. Sydney Moore
Director of Compliance
Flashtalking by Mediaocean
120 Broadway
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Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Moore:

Accreditation of Flashtalking for SIVT functionality (reporting of Protected Media-measured Display, Rich Media and Video Impressions and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App, and Video Impressions within Connected TV [CTV], reported within the Device Reports), as referenced in the Accreditation Letter dated March 5, 2025 indicates that the Measurement Statistics reported for the Service comply with the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* published by the MRC.

Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* published by the MRC is inclusive of certain Trustworthy Accountability Group (TAG) Certified Against Fraud requirements. Specifically:

- Domain list filtering (Known Dangerous or Fraudulent Sources per MRC IVT Section 4.2)
- Data Center IP list filtering (Known Data Center Traffic per MRC IVT Section 4.2)

Sincerely,

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

George W. Ivie
Executive Director and CEO