



**Media Rating
Council, Inc.**

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September 20, 2024

Mr. Charles Strout
Head of Trust and Standards
FreeWheel, Inc.
Broadway, 12th Floor
New York, NY 10018

Dear Mr. Strout,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation to the FreeWheel Analytics platform (“the Service”) for measurement of Display and Video Tracked Ads and Served Impressions in Desktop, Mobile Web, Mobile In-App and Connected TV (CTV), inclusive of FreeWheel’s integration with HUMAN for up-front General and Sophisticated Invalid Traffic filtration (*no additional metrics are accredited under the HUMAN integration, only allowance of including HUMAN pre-bid SIVT integrations within the measurement process for in-scope accredited metrics reported Net of GIVT*).

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Display Impression Guidelines* and *Video Measurement Guidelines*, published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Measurement Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in FreeWheel’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 FreeWheel 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)
Randy Pyle (EY)

Encl: 1 (Specific Accredited Statistics)

FreeWheel Analytics platform: Specific Accredited Statistics

- Display and Video Tracked Ads and Served Impressions – Gross and Net of GIVT (Desktop, Mobile Web, Mobile In-App and CTV)