



**Media Rating
Council, Inc.**

420 Lexington Avenue
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March 5, 2025

Ms. Supriya Koul
Program Manager, Reg Affairs
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Ms. Koul:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of the Google Campaign Manager 360 platform (“the Service” or “CM360”) for measurement of Display (inclusive of Rich Media) and Video Begin to Render (BTR) Impressions, Viewable Impressions and related Viewability metrics, and Clicks within Desktop, Mobile Web and In-App, as well as Connected TV (CTV) Video Begin to Render Impressions and Inactive Begin to Render Impressions. This is inclusive of Sophisticated Invalid Traffic (SIVT) applied to Display (inclusive of Rich Media) and Video Begin to Render Impressions and Viewable Impressions and related Viewability metrics in Desktop and Mobile Web.

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 and mobile 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, Video and Clicks 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 Google’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 Google 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 (EY)

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

Google CM360 platform: Specific Accredited Metrics (platform, filtration level & format)

Metrics as reported within system produced exported reports using the Instant Report Builder function:

Display (inclusive of Rich Media) and Video Click-related metrics based on BTR Impressions – Presented as Total Net (Desktop, Mobile Web and In-App; only GIVT portion accredited)

- Clicks
- GIVT Clicks
- Invalid Clicks
- Click Rate

Display (inclusive of Rich Media) and Video BTR Impressions metrics – Total Net of SIVT (Desktop and Mobile Web) and Net of GIVT (Mobile In-App):

- Begin to Render Impressions
- Invalid Begin to Render Impressions
- GIVT Begin to Render Impressions

Display (inclusive of Rich Media) and Video Viewable Impressions and viewability related metrics based on Begin to Render Impressions – Total Net of SIVT (Desktop and Mobile Web) and Net of GIVT (Mobile In-App):

- Active View: Eligible Impressions
- Active View: Measurable Impressions
- Active View: Viewable Impressions
- Active View: % Measurable Impressions
- Active View: % Viewable Impressions
- Active View: Not Viewable Impressions
- Active View: Not Measurable Impressions
- Active View: Impression Distribution (Viewable)
- Active View: Impression Distribution (Not Viewable)
- Active View: Impression Distribution (Not Measurable)
- Invalid Active View Eligible Impressions
- Invalid Active View Measurable Impressions
- Invalid Viewable Impressions
- GIVT Active View Eligible Impressions
- GIVT Active View Measurable Impressions
- GIVT Active View Viewable Impressions

Video Begin to Render Impressions and related metrics – Net of GIVT (CTV)

- Begin to Render Impressions
- Invalid Begin to Render Impressions
- GIVT Begin to Render Impressions
- Inactive Impressions



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1600 Amphitheatre Parkway
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Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Koul:

Accreditation of Google's Campaign Manager 360 platform for SIVT functionality (Display and Video Begin to Render Impressions as well as Viewability and related metrics in Desktop and Mobile Web); 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 (version 2.0)* published by the MRC. Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (version 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