



March 10, 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 Ads platform (“the Service”) for measurement of:

- (1) Clicks and Invalid Clicks as reported in the Google Ads User Interface (UI) inclusive of Search campaigns on Google Maps, Google.com and the Google Search Network (GSN), and Display campaigns on Gmail, YouTube and the Google Display Network (GDN) within Desktop, Mobile Web and Mobile In-App;
- (2) Video Impressions, Invalid Impressions, TrueView: Views and Invalid Views as reported within the *Video Viewability Report (VVR)* for Skippable In-stream, Non-skippable In-stream and Bumper ads on YouTube and Google Video Partners (GVP) within Desktop, Mobile Web, Mobile In-App, and Connected TV (CTV);
- (3) Video Viewable Impressions and related Viewability metrics (within the *Video Viewability Report*) for Skippable In-stream, Non-skippable In-stream and Bumper ads on YouTube and GVP within Desktop, Mobile Web, and Mobile In-App.

The above is inclusive of Sophisticated Invalid Traffic (SIVT) filtration.

The MRC Board of Directors has also voted in favor of granting initial accreditation of the Service for measurement of:

- (a) Invalid Measurable Impressions, Invalid Viewable Impressions, Measurable Impressions for GIVT and Viewable Impressions for GIVT as reported within the VVR within Desktop, Mobile Web, and Mobile In-App for the formats noted above in #2 and;
- (b) Impressions for GIVT and TrueView: Views for GIVT as reported within the VVR, within Desktop, Mobile Web, Mobile In-App and CTV for the formats noted above in #2.

The above is inclusive of Sophisticated Invalid Traffic (SIVT) filtration.

Accreditation indicates that the Measurement Statistics reported for the Service comply with:

- (1) the *Minimum Standards for Media Rating Research* for desktop and mobile and the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* published by the MRC, inclusive of interim guidance published;

the *Display Impression, Video Measurement and Click 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,



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, Alina Townsend (EY)

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

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

Search and Display Clicks in the Google Ads UI Dashboard for GSN and GDN – Total Net of SIVT (Desktop, Mobile Web and Mobile In-App):

- Clicks
- Invalid Clicks

Video Viewable Impressions and Viewability-related metrics in the *Video Viewability Report* for Skippable In-stream, Non-skippable In-stream and Bumper ads on YouTube and GVP – Total Net of SIVT (Desktop, Mobile Web and Mobile In-App):

- Impressions
- Invalid impressions
- Impressions for general invalid traffic
- Measurable impr.
- Non-measurable impr.
- Viewable impr.
- Non-viewable impr.
- Invalid Measurable impr.
- Invalid Viewable impr.
- Measurable impr. for general invalid traffic
- Viewable impr. for general invalid traffic
- Measurable rate
- Viewable rate
- Non-measurable impr. distrib.
- Non-viewable impr. distrib.
- Viewable impr. distrib.

Video Impressions in the *Video Viewability Report* for Skippable In-stream, Non-skippable In-stream and Bumper ads on YouTube and GVP – Total Net of SIVT (CTV)

- Impressions
- Invalid Impressions
- Impressions for general invalid traffic

Video TrueView: Views in the *Video Viewability Report* for Skippable In-stream, Non-skippable In-stream and Bumper ads on YouTube and GVP – Total Net of SIVT (Desktop, Mobile Web, Mobile In-App and CTV):

- TrueView Views
- Invalid TrueView Views
- TrueView Views for general invalid traffic



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March 10, 2025

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

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Koul:

Accreditation of Google's Ads platform for SIVT functionality (Desktop, Mobile Web, Mobile In-App for Search and Display Clicks and Invalid Clicks [reported within the Google Ads UI for GSN and GDN], Video Impressions and Invalid Impressions, Viewable Impressions and related metrics, and TrueView: Views and Invalid Views as reported in the *Video Viewability Report*; CTV Video Impressions and Invalid Impressions and TrueView: Views and Invalid Views as reported in the *Video Viewability Report*); as referenced in the Accreditation Letter dated March 10, 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