



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

Tel: (212) 972-0300
Fax: (212) 972-2786
www.mediaratingcouncil.org

May 30, 2025

Ms. Supriya Koul
Program Manager, Regulatory 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 Content Level YouTube Brand Safety and Suitability (Inventory Modes) controls (“the Service”) applied to YouTube in-stream Video ad serving sold through Google Ads and Display & Video 360 (DV360) as well as the Google YouTube Advertiser Safety Error Rate (as disclosed within the Description of Methodology) reported at the YouTube platform-level. *Note: This is inclusive of standard/skippable in-stream, in-stream select and bumper ads, and excludes video discovery, masthead, YouTube Kids, non-YouTube and Live Stream.*

Accreditation indicates that the Service complies with: (1) the *Minimum Standards for Media Rating Research* and the *Enhanced Content Level Context and Brand Safety Guidelines* published by the MRC; the *Ad Verification Guidelines* published by the Interactive Advertising Bureau (IAB) and MRC; (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, reading "George W. Ivie".

George W. Ivie
Executive Director/CEO

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