



**Media Rating
Council, Inc.**

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November 22, 2024

Ms. Alexis Gardner
Senior Program Manager, Reg Affairs
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Ms. Gardner:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of the Google Ad Manager platform (“the Service”) for measurement of Display (inclusive of Rich Media) and Video Begin to Render Impressions, Viewable Impressions and related Viewability metrics, and “Auto-plays” and Click-to-plays” Video metrics within Desktop, Mobile Web and Mobile In-App, as well as Connected TV (CTV) Video Begin to Render Impressions, Ad Server Inactive Begin to Render Impressions and “Auto-plays” and “Click-to-plays” Video metrics.

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 Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* published by the MRC; the *Display Impression, Rich Media and Video 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)

Google Ad Manager platform: Specific Accredited Statistics

Metrics as reported within the UI using the report builder function:

Note: Video accredited metrics include: Google client-initiated DAI IMA SDK and DAI API measured traffic within accredited metrics; and exclude: Google first-party YouTube traffic, third-party SSAI and server-initiated Google DAI traffic)

- **Display, Rich Media and Video Begin to Render Impression metrics – Net of GIVT (Desktop, Mobile Web and Mobile In-App)**
 - Ad Server Begin to Render Impressions
 - Ad Server Unfiltered Begin to Render Impressions
- **Video Begin to Render Impressions – Net of GIVT (CTV)**
 - Ad Server Begin to Render Impressions
 - Ad Server Unfiltered Begin to Render Impressions
 - Ad Server Inactive Begin to Render Impressions
- **Display, Rich Media and Video Viewability (Active View) – Net of GIVT (Desktop, Mobile Web and Mobile In-App):**
 - Ad Server Active View eligible impressions
 - Ad Server Active View measurable impressions
 - Ad Server Active View viewable impressions
 - Ad Server Active View % measurable impressions
 - Ad Server Active View % viewable impressions
 - Ad Server Active View non-viewable impressions
 - Ad Server Active View non-measurable impressions
 - Ad Server Active View viewable impression distribution
 - Ad Server Active View non-viewable impression distribution
 - Ad Server Active View undetermined impression distribution
- **Video Auto Play vs. Click to Play Metrics – Net of GIVT (Desktop, Mobile Web, Mobile In-App and CTV)**
 - Auto-plays
 - Click-to-plays