



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

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

September 20, 2024

Mr. Adam Schenkel
Executive Vice President, Global Platform Strategy and Operations
GumGum, Inc.
1314 7th St., 4th floor
Santa Monica, CA 90401

Dear Mr. Schenkel:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of GumGum (“the Service”) for the measurement and reporting of Content-Level classification (text, image, video) and URL level reporting through the Verity API for the English language in Desktop and Mobile Web and Connected TV (CTV). *Please note that this accreditation excludes sentiment reporting.*

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* and the *MRC Supplement to IAB Guidelines for the Conduct of Ad Verification: Enhanced Content Level Context and Brand Safety (Enhanced Brand Safety Guidelines)* published by the MRC; (2) the *Guidelines for the Conduct of Ad Verification (the Ad Verification Guidelines)* published by the Interactive Advertising Bureau (IAB); and (3) the procedures described in GumGum’s answers to the MRC questionnaire as well as 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 look forward to continuing our work with GumGum in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "George W. Ivie", written in a cursive style.

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)
Joe Bailey, Paul Vizzo (EY)