



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
Suite 343  
New York, NY 10170

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www.mediaratingcouncil.org

April 4, 2025

Ms. Sarah Feenstra  
Technical Program Manager  
HUMAN  
111 W. 33<sup>rd</sup> Street  
New York, NY 10001

Dear Ms. Feenstra:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation for HUMAN's Ad Fraud Defense pre-bid platform ("the Service", formerly known as the MediaGuard platform) and Ad Fraud Sensor post-serve platform ("the Service", formerly known as FraudSensor) for measurement and reporting of:

1. Ad Fraud Sensor Display and Video Tracked Ads, Impressions, decisions and incomplete loads, including General Invalid Traffic (GIVT) and Sophisticated Invalid Traffic (SIVT) detection methods within Desktop, Mobile Web, Mobile In-App and Connected TV (CTV)
2. Ad Fraud Defense GIVT and SIVT requests across Desktop, Mobile Web, Mobile In-App and CTV environments.

Accreditation indicates that the Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)*, inclusive of interim guidance, published by the MRC; the *Display and Video Ad Impression Measurement Guidelines* published by the MRC and the Interactive Advertising Bureau (IAB); and the *Mobile Web and Mobile In-Application Measurement Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in HUMAN'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 you in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie, Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee  
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)  
Alina Townsend (EY)

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

Accredited Statistics

Ad Fraud Sensor post-serve platform – Display and Video – Desktop, Mobile Web, Mobile In-App, CTV

- Tracked Ads (#)
- Gross Impressions (#)
- Standard Decisions (#)
- Standard IVT (#/%)
- Standard General IVT (#/%)
- Standard Sophisticated IVT (#/%)
- Standard Incomplete Loads (#/%)
- Net Impressions (#)
- Valid Impressions (#)

Ad Fraud Defense pre-bid platform – Display and Video – Desktop, Mobile Web, Mobile In-App, CTV

- Total requests (#)
- Invalid Traffic IVT / IVT Requests (#/ %)
- General Invalid Traffic (GIVT) / GIVT requests (#/ %)
- Sophisticated Invalid Traffic (SIVT) / SIVT requests (#/ %)



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Ms. Sarah Feenstra  
Technical Program Manager  
HUMAN  
111 W. 33<sup>rd</sup> Street  
New York, NY 10001

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Feenstra:

Accreditation of HUMAN's Ad Fraud Sensor post-serve platform (formerly known as FraudSensor) for measurement and reporting of Display and Video Tracked Ads, Impressions, incomplete loads and decisions within Desktop, Mobile Web, Mobile In-App and CTV environments; Ad Fraud Defense pre-bid platform (formerly known independently as MediaGuard) for measurement and reporting of GIVT/SIVT requests across Desktop, Mobile Web, Mobile In-App and CTV environments, as referenced in the Accreditation Letter dated April 4, 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