



April 14, 2026

Remy Feenstra
Technical Program Manager
HUMAN
111 W. 33rd Street
New York, NY 10001

Dear Remy:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation for HUMAN's Ad Measurement Platform ("the Service"), specifically for:

1. Ad Fraud Sensor post-bid 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 pre-bid GIVT and SIVT requests and related metrics across Desktop, Mobile Web, Mobile In-App and CTV environments.

The MRC Board of Directors has also voted in favor of granting initial accreditation of HUMAN Ad Viewability Measurement Display and Video Eligible Impressions, Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App.

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 measurement, and the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)*, inclusive of interim guidance, published by the MRC; the *Display Impression 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 HUMAN's answers to the MRC questionnaire; and (3) the procedures described in procedure manuals and textual materials included in reports of the Service.

April 14, 2026

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 dark ink, appearing to read "George W. Ivie". The signature is fluid and cursive, with the first name "George" being more prominent.

George W. Ivie, Executive Director and CEO

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

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

Accredited Statistics

HUMAN Ad Ad Fraud Sensor post-bid – Display and Video – Desktop, Mobile Web, Mobile In-App, CTV (Gross, Net of GIVT, Total Net of SIVT)

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

HUMAN Ad Viewability Measurement post-serve platform – Display and Video – Desktop, Mobile Web, Mobile In-App – Total Net of SIVT

- Eligible Impressions
- Viewable Impressions
- Viewable Impression Rate
- Non-Viewable Impressions
- Measured Impressions
- Measured Impression Rate
- Unmeasured Impressions
- Viewable Impression Distribution
- Non-Viewable Impression Distribution
- Unmeasured Impression Rate

Ad Fraud Defense pre-bid platform – Display and Video – Desktop, Mobile Web, Mobile In-App, CTV (Gross and Total Net of SIVT)

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



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April 14, 2026

Remy Feenstra
Technical Program Manager
HUMAN
111 W. 33rd Street
New York, NY 10001

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Remy:

Accreditation of HUMAN's Ad Measurement Platform, specifically Ad Fraud Sensor post-serve platform 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; HUMAN Ad Viewability Measurement post-serve platform Display and Video Eligible Impressions, Viewable Impressions and Viewability metrics in Desktop, Mobile Web and Mobile In-App; HUMAN Ad Fraud Defense pre-bid platform for measurement and reporting of GIVT/SIVT requests and related metrics across Desktop, Mobile Web, Mobile In-App and CTV environments, as referenced in the Accreditation Letter dated April 14, 2026, 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, appearing to read "George W. Ivie".

George W. Ivie
Executive Director and CEO