



**Media Rating
Council, Inc.**

420 Lexington Avenue
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New York, NY 10170

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www.mediaratingcouncil.org

October 9, 2024

Mr. Kevin Alvero
Chief Compliance Officer
Integral Ad Science
12 E 49th St., 28th Floor
New York, NY 10017

Dear Mr. Alvero,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Integral Ad Science's (IAS) Campaign Monitor, Firewall and Viewability Systems platform and CTV measurement platform ("the Service") for measurement of:

- Display and Video Tracked Ads, Impressions, Viewable Impressions and related viewability metrics as well as Quality Ads, all inclusive of SIVT filtration, within Desktop Web, Mobile Web, and Mobile In-App
- Connected TV Video Tracked Ads, Impressions, Viewable Impressions and related Viewability metrics and SIVT filtration (for certified applications only) specific to the following OS/devices: Samsung TV, Roku OS, tvOS (Apple), Vizio OS, Amazon Fire TV Stick
- Display and Video Property-level ad verification for English language within Desktop Web and Mobile Web
- Display Blocks within Desktop Web and Mobile Web

Additionally, the MRC Board of Directors has voted in favor of continuing accreditation of IAS for third-party processing and reporting of Meta Display and Video Impressions and Viewable impressions and related Viewability metrics within Desktop Web, Mobile Web and Mobile In-App environments, Net of GIVT. *Note: These accredited metrics are specific to Meta placements audited for first-party measurement, which include: Facebook Feed for Display and Video in Desktop Web, Mobile Web and Mobile In-App, Instagram Feed and Stories for Display and Video Mobile In-App and Facebook In-Stream Video for Mobile In-App. This accreditation excludes the following placements: Audience Network; Messenger; Facebook Mobile Video Channel (Video Feed), Stories, Watch, Lite, right Column, Marketplace, Reels, Search Results and Business Explore; Instagram Explore Home, Explore, Reels, Ship, Stream, Search Results.*



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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 (version 2.0)* published by the MRC; the *Display Impression Guidelines* and *Digital Video Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Integral Ad Science'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 look forward to continuing our work with Integral Ad Science 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)
Nick Terlizzi, Gina Coutras, Erica Damasiewicz (EY)

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

Accredited Statistics: Integral Ad Science – Campaign Monitor, Firewall and Viewability Systems and CTV Measurement Platform

IAS Metric Name	Ad Format	Filtration Level	MRC Accredited Platform
Performance Report			
Total Tracked Ads	Display and Video	Gross	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Gross Eligible Ads	Display and Video	Gross	Desktop Web; Mobile Web; Mobile App;
Net Eligible Ads for Viewability Measurement	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Rate (out of net eligible ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Unmeasured Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Unmeasured Rate (out of net measured ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Viewable Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Viewable Rate (out of net measured ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Not Viewable Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Not Viewable Rate (out of net measured ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Eligible Ads for Viewability Measurement	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Measured Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Measured Rate (out of ads)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Unmeasured Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Unmeasured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Viewable Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Viewable Rate (out of measured ads)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Not Viewable Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Not Viewable Rate (out of measured ads)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Gross Eligible Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Eligible Impressions for Viewability measurement	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Rate (out of net measured impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Unmeasured Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Unmeasured Rate (out of net eligible impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Viewable Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Viewable Rate (out of net measured impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Not Viewable Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Net Not Viewable Rate (out of net measured impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Total Rendered Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Eligible Impressions for Viewability	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Net Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Total Net Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Measured Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Measured Rate (out of eligible impressions)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Unmeasured Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Viewable Rate (out of measured impressions)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Not Viewable Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Not Viewable Rate (out of measured impressions)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Not Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Measured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Unmeasured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Net Measured Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Net Unmeasured Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Ad Distribution: Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Ad Distribution: Not Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Impression Distribution: Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Impression Distribution: Not Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Impression Distribution: Unmeasured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Impression Distribution: Net Unmeasured Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Impression Distribution: Net Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹

IAS Metric Name	Ad Format	Filtration Level	MRC Accredited Platform
Performance Report			
Impression Distribution: Net Not Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹
Eligible Ads for Invalid Traffic Detection	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Invalid Traffic	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Invalid Traffic Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Valid Traffic	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Valid Traffic Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Blocked Invalid Traffic	Display and Video	Total Net	Desktop Web; Mobile Web
% of Invalid Traffic Blocked	Display and Video	Total Net	Desktop Web; Mobile Web
Unblocked Invalid Traffic	Display and Video	Total Net	Desktop Web; Mobile Web
% of Invalid Traffic Unblocked	Display and Video	Total Net	Desktop Web; Mobile Web
General Invalid Traffic (GIVT) Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Sophisticated Invalid Traffic (SIVT) Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
General Invalid Traffic (GIVT) Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Sophisticated Invalid Traffic Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Total Eligible Ads for Brand Safety	Display and Video	Total Net	Desktop Web; Mobile Web
Pass Rate	Display and Video	Total Net	Desktop Web; Mobile Web
Passed Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Fail Rate	Display and Video	Total Net	Desktop Web; Mobile Web
Failed Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Block Rate (% of Failed)	Display	Total Net	Desktop Web; Mobile Web
Blocked Ads	Display	Total Net	Desktop Web; Mobile Web
See-through Ads (<i>Brand Safety</i>)	Display	Total Net	Desktop Web; Mobile Web
See-through Rate (<i>Brand Safety</i>)	Display	Total Net	Desktop Web; Mobile Web
Brand Safety Risk Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Brand Safety Risk Rate	Display and Video	Total Net	Desktop Web; Mobile Web
Custom Keyword Exclusion list Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Custom Keyword Exclusion list Rate	Display and Video	Total Net	Desktop Web; Mobile Web
Custom URL/App Exclusion list Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Custom URL/App Exclusion list Rate	Display and Video	Total Net	Desktop Web; Mobile Web
Out of Geo Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Out of Geo %	Display and Video	Total Net	Desktop Web; Mobile Web
Invisible URL Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Invisible URL Rate	Display and Video	Total Net	Desktop Web; Mobile Web
Eligible Ads for Quality Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Eligible Rate for Quality Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Quality Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Quality Impressions Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Non-quality – not viewable	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
% Non-quality – not viewable	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Non-quality – IVT	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
% Non-quality – IVT	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Non-quality – failed brand safety ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
% Non-quality – failed brand safety	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Non-quality – Out of Geo ads	Display and Video	Total Net	Desktop Web; Mobile Web
% Non-quality – Out of Geo	Display and Video	Total Net	Desktop Web; Mobile Web
Non-quality Ads	Display and Video	Total Net	Desktop Web; Mobile Web
Non-quality blocked ads	Display	Total Net	Desktop Web; Mobile Web
SSAI Noncompliant Ads	Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV ¹

¹Connected Television (TV) metric accreditation applies to video ad formats only for certified applications only.

Accredited Statistics: Meta Third-party reporting

IAS Metric Name	Filtration Level	MRC Accredited Environment ²
Third-party reporting – Meta display metrics		
<i>Performance Report</i>		
Gross Eligible Impressions	Gross	Desktop web, Mobile web, Mobile app
Net Impressions ¹	Gross	Desktop web, Mobile web, Mobile app
Total Net Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Not Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Unmeasured Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Viewable Rate (out of measured impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Measured Rate (out of impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Not Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Unmeasured Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
<i>Facebook Report</i>		
Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Base Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Suspicious (# and %)	N/A	Desktop web, Mobile web, Mobile app
Fully On Screen (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
50% On Screen (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
100% On Screen (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Base 1s Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Duration-Measurable Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Third-party reporting – Meta video metrics		
<i>Performance Report</i>		
Gross Eligible Impressions	Gross	Desktop web, Mobile web, Mobile app
Net Impressions ¹	Gross	Desktop web, Mobile web, Mobile app
Total Net Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Not Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Unmeasured Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Viewable Rate (out of measured impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Measured Rate (out of eligible impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Not Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Unmeasured Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
<i>Facebook Report</i>		
Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Base Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
>= 2s (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Suspicious (# and %)	N/A	Desktop web, Mobile web, Mobile app
< 2s (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Unplayed (#)	Filtered ¹	Desktop web, Mobile web, Mobile app

¹Filtered for either Meta-detected IVT or both Meta-detected IVT and IVT identified by an IAS-provided IP list



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October 9, 2024

Mr. Kevin Alvero
Chief Compliance Officer
Global Compliance Officer
Integral Ad Science
95 Morton St, FL 8
New York, NY 10014

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Mr. Alvero,

Accreditation of Integral Ad Science's Campaign Monitor, Firewall and Viewability Systems platform for SIVT functionality (Display and Video Tracked Ads, Served Impressions, Viewable Impressions and Viewability related metric and Quality Ads metrics in Desktop Web, Mobile Web and Mobile In-App and Video Tracked Ads, Served Impressions, Viewable Impressions and Viewability related metrics within Connected TV), as referenced in the Accreditation Letter dated October 9, 2024, 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', written in a cursive style.

George W. Ivie
Executive Director and CEO