



November 7, 2025

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

Dear Mr. Alvero,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation of Integral Ad Science's (IAS) server-to-server (S2S) integration with Amazon's Demand Side Platform (DSP) for measurement and reporting of Display and Video Impressions, Viewable Impressions (including related viewability metrics) and Tracked Ads inclusive of General and Sophisticated Invalid Traffic filtration (GIVT and SIVT) within desktop, mobile web and mobile app for Amazon O&O properties (Amazon Retail and IMDb) and 3P supply sources (APD and 3PX). *FireTV and Twitch supply sources are excluded.*

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 provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* inclusive of interim guidance 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 IAS' 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 attaining this important Industry standard of quality, and look forward to continuing our work with IAS in the future.

Sincerely,

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

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)
Nick Terlizzi, Gina Coutras (EY)

Encl: 1 (Specific Accredited Metrics)
2 (Trustworthy Accountability Group Certified Against Fraud Addend

Accredited Metrics: Amazon DSP server-to-server (S2S) integration for the above supply sources.

Metrics	Ad Format	Environment	Filtration Level
Total Tracked Ads	D V	DW MW MA	Gross
Gross Eligible Ads	D V	DW MW MA	Gross
Net Eligible Ads for Viewability Measurement	D V	DW MW MA	Net of GIVT
Net Measured Ads	D V	DW MW MA	Net of GIVT
Net Measured Rate (out of net eligible ads)	D V	DW MW MA	Net of GIVT
Net Unmeasured Ads	D V	DW MW MA	Net of GIVT
Net Unmeasured Rate (out of net eligible ads)	D V	DW MW MA	Net of GIVT
Net Viewable Impressions	D V	DW MW MA	Net of GIVT
Net Viewable Rate (out of net measured ads)	D V	DW MW MA	Net of GIVT
Net Not Viewable Ads	D V	DW MW MA	Net of GIVT
Net Not Viewable Rate (out of net measured ads)	D V	DW MW MA	Net of GIVT
Eligible Ads for Viewability Measurement	D V	DW MW MA	Net of GIVT
Measured Ads	D V	DW MW MA	Net of GIVT
Measured Rate (out of ads)	D V	DW MW MA	Net of GIVT
Unmeasured Ads	D V	DW MW MA	Net of GIVT
Unmeasured Rate	D V	DW MW MA	Net of GIVT
Viewable Impressions	D V	DW MW MA	Net of GIVT
Viewable Rate (out of measured ads)	D V	DW MW MA	Net of GIVT
Not Viewable Ads	D V	DW MW MA	Net of GIVT
Not Viewable Rate (out of measured ads)	D V	DW MW MA	Net of GIVT
Gross Eligible Impressions	D V	DW MW MA	Gross
Net Eligible Impressions for Viewability measurement	D V	DW MW MA	Net of GIVT
Net Measured Impressions	D V	DW MW MA	Net of GIVT
Net Measured Rate (out of net eligible impressions)	D V	DW MW MA	Net of GIVT
Net Unmeasured Impressions	D V	DW MW MA	Net of GIVT
Net Unmeasured Rate (out of net eligible impressions)	D V	DW MW MA	Net of GIVT
Net Viewable Rate (out of net measured impressions)	D V	DW MW MA	Net of GIVT
Net Not Viewable Impressions	D V	DW MW MA	Net of GIVT
Net Not Viewable Rate (out of net measured impressions)	D V	DW MW MA	Net of GIVT
Total Rendered Impressions	D V	DW MW MA	Net of GIVT
Eligible Impressions for Viewability	D V	DW MW MA	Net of GIVT
Net Impressions	D V	DW MW MA	Net of GIVT
Total Net Impressions	D V	DW MW MA	Net of GIVT

Metrics	Ad Format	Environment	Filtration Level
Measured Impressions	D V	DW MW MA	Net of GIVT
Measured Rate (out of eligible impressions)	D V	DW MW MA	Net of GIVT
Unmeasured Impressions	D V	DW MW MA	Net of GIVT
Viewable Rate (out of measured impressions)	D V	DW MW MA	Net of GIVT
Not Viewable Impressions	D V	DW MW MA	Net of GIVT
Not Viewable Rate (out of measured impressions)	D V	DW MW MA	Net of GIVT
Ad Distribution: Viewable Rate	D V	DW MW MA	Net of GIVT
Ad Distribution: Not Viewable Rate	D V	DW MW MA	Net of GIVT
Ad Distribution: Measured Rate	D V	DW MW MA	Net of GIVT
Ad Distribution: Unmeasured Rate	D V	DW MW MA	Net of GIVT
Ad Distribution: Net Measured Rate	D V	DW MW MA	Net of GIVT
Ad Distribution: Net Unmeasured Rate	D V	DW MW MA	Net of GIVT
Net Ad Distribution: Viewable Rate	D V	DW MW MA	Net of GIVT
Net Ad Distribution: Not Viewable Rate	D V	DW MW MA	Net of GIVT
Impression Distribution: Viewable Rate	D V	DW MW MA	Net of GIVT
Impression Distribution: Not Viewable Rate	D V	DW MW MA	Net of GIVT
Impression Distribution: Unmeasured Rate	D V	DW MW MA	Net of GIVT
Impression Distribution: Net Unmeasured Rate	D V	DW MW MA	Net of GIVT
Impression Distribution: Net Viewable Rate	D V	DW MW MA	Net of GIVT
Impression Distribution: Net Not Viewable Rate	D V	DW MW MA	Net of GIVT
Eligible Ads for Invalid Traffic Detection	D V	DW MW MA	Net of GIVT
Invalid Traffic	D V	DW MW MA	Net of GIVT
Invalid Traffic Rate	D V	DW MW MA	Net of GIVT
Valid Traffic	D V	DW MW MA	Net of GIVT
Valid Traffic Rate	D V	DW MW MA	Net of GIVT
General Invalid Traffic (GIVT) Ads	D V	DW MW MA	Net of GIVT
Sophisticated Invalid Traffic (SIVT) Ads	D V	DW MW MA	Net of GIVT
General Invalid Traffic (GIVT) Rate	D V	DW MW MA	Net of GIVT
Sophisticated Invalid Traffic Rate	D V	DW MW MA	Net of GIVT
Total Eligible Ads for Brand Safety	D V	DW MW	Net of GIVT
Pass Rate	D V	DW MW	Net of GIVT
Passed Ads	D V	DW MW	Net of GIVT
Fail Rate	D V	DW MW	Net of GIVT
Failed Ads	D V	DW MW	Net of GIVT
Block Rate (% of Failed)	D	DW MW	Net of GIVT
Blocked Ads	D	DW MW	Net of GIVT
See-through Ads	D	DW MW	Net of GIVT

Metrics	Ad Format	Environment	Filtration Level
See-through Rate	D	DW MW	Net of GIVT
Brand Safety Risk Ads	D V	DW MW	Net of GIVT
Brand Safety Risk %	D V	DW MW	Net of GIVT
Custom Keyword Exclusion list Ads	D V	DW MW	Net of GIVT
Custom Keyword Exclusion list Rate	D V	DW MW	Net of GIVT
Custom URL/App Exclusion list Ads	D V	DW MW	Net of GIVT
Custom URL/App Exclusion list Rate	D V	DW MW	Net of GIVT
Out of Geo Ads	D V	DW MW	Net of GIVT
Out of Geo %	D V	DW MW	Net of GIVT
Invisible URL Ads	D V	DW MW	Net of GIVT
Invisible URL %	D V	DW MW	Net of GIVT
Eligible Ads for Quality Impressions	D V	DW MW MA	Net of GIVT
Eligible Rate for Quality Impressions	D V	DW MW MA	Net of GIVT
Quality Impressions	D V	DW MW MA	Net of GIVT
Quality Impressions Rate	D V	DW MW MA	Net of GIVT
Non-quality – not viewable Ads	D V	DW MW MA	Net of GIVT
% Non-quality – not viewable	D V	DW MW MA	Net of GIVT
Non-quality – Invalid Traffic Ads	D V	DW MW MA	Net of GIVT
% Non-quality – IVT	D V	DW MW MA	Net of GIVT
Non-quality – ailed brand safety Ads	D V	DW MW MA	Net of GIVT
% Non-quality – failed brand safety	D V	DW MW MA	Net of GIVT
Non-quality – Out of Geo ads	D V	DW MW	Net of GIVT
% Non-quality – Out of Geo	D V	DW MW	Net of GIVT
Non-quality Ads	D V	DW MW	Net of GIVT
Non-quality blocked ads	D	DW MW	Net of GIVT
SSAI Noncompliant Ads	V	DW MW MA	Net of GIVT



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Mr. Kevin Alvero
Chief 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 (IAS) server-to-server (S2S) integration with Amazon's Demand Side Platform (DSP) for SIVT functionality [Display and Video Impressions, Viewable Impressions (including related viewability metrics) and Tracked Ads within desktop, mobile web and mobile app for Amazon O&O properties (Amazon Retail and IMDb) and 3P supply sources (APD and 3PX)] as referenced in the Accreditation Letter dated November 7, 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 (IVT 2.0)* inclusive of interim guidance published by the MRC. Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* inclusive of interim guidance 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