



**Media Rating
Council, Inc.**

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September 20, 2024

Mr. Yuval Pemper
Chief Technology Officer
Innovid, Inc.
584 Broadway, Suite 1206
New York, NY 10012

Dear Mr. Pemper,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation to Innovid's Ad Server platform ("the Service") for measurement of Video Impressions (Rendered) in Desktop, Mobile Web, Mobile In-App and Connected TV (CTV), Display Impressions within Desktop, Mobile Web and Mobile In-App, Video Viewable Impressions and related Viewability metrics as well as Display Site-Served (DSS) Tracked Ads and Impressions (Rendered) in 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 and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Display Impression Guidelines*, *Video Impression Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Innovid'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 Innovid in the years ahead.

Sincerely,

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

George W. Ivie
Executive Director/CEO

Copy to: MRC Digital Committee, MRC Executive Committee
Anthony Torrieri, Hannah Bolcar, Ron Pinelli, Laris Oliveri (MRC)
Randall Pyle, Davaine Burke, Erica Damasiewicz (EY)

Encl: 1 (Specific Accredited Statistics)

Accredited Statistics: Innovid

Desktop, Mobile Web, Mobile In-App and CTV (Digital Video) – Gross and Net of GIVT

- Gross Impressions
- Impressions

Desktop Mobile Web and Mobile In-App (Digital Video) – Net of GIVT:

- Viewability (IAB): Impressions
- Viewability (IAB): Viewable Rate
- Measurable: Impressions
- Measurable: % of Impressions
- Non-Measurable: Impressions
- Non-Measurable: % of Total Impressions
- Non-Viewable Impressions: Impressions
- Non-Viewable Impressions: % of Measurable
- Impression Distribution (IAB): Viewable
- Impression Distribution (IAB): Non-Viewable
- Impression Distribution (IAB): Non-Measurable

Desktop, Mobile Web and Mobile In-App (Display) – Gross and Net of GIVT:

- Gross Impressions
- Impressions
- Gross Tracked Ads (DSS only)
- Net Tracked Ads (DSS only)