Media Rating Council, Inc.

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February 7, 2025

Brad Kertson
Director, Ecosystem & Monetization Programs
Meta Platforms, Inc.
1101 Dexter Ave. North
Seattle, WA 98109

Dear Mr. Kertson:

The Media Rating Council (MRC) Board of Directors has voted in favor of **(1)** continuing accreditation of Facebook (FB) and Instagram (IG) Ads for measurement and first-party reporting of 2-second Continuous Video Plays (Viewable Video Impressions) reported Total Net of Sophisticated Invalid Traffic (SIVT) for single video and dynamic video ads (collection, carousel, slideshow and playable sponsored posts) delivered to registered and logged-in users on the following Meta Owned & Operated (O&O) properties within Mobile In-App: Facebook Feed Ads, Facebook In-Stream Video Ads, Instagram Feed Ads and Instagram Stories, **(2)** continuing accreditation of Facebook and Instagram Ads for measurement and first-party reporting of Display Impressions reported Gross and Total Net of SIVT for the following placements and environments reported in the Ads Manager UI: Facebook Feed Ads, inclusive of Facebook Lite (Desktop, Mobile Web and Mobile In-App), Facebook Right Column Ads (Desktop only), Instagram Feed and Stories Ads (Mobile In-App only), **(3)** granting initial accreditation of Facebook and Instagram Ads for measurement and first-party reporting of (*a*) Display Impressions reported Gross and Total Net of SIVT in the Ads Manager UI for Instagram Feed and Stories Ads (Desktop and Mobile Web), (*b*) 2-Second Continuous Video Plays reported Total Net of SIVT in the Ads Manager UI for Facebook Video Feed Ads (Mobile In-App only), (*c*) Video Plays and associated Video Viewability metrics reported in 1P Viewability Report export for Facebook Feed Ads, Facebook In-Stream Video Ads, Facebook Video Feed Ads, Instagram Feed, Instagram Stories Ads across Desktop, Mobile Web and Mobile In-App environments.

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 the *Digital Video Guidelines* published by the Interactive Advertising Bureau (IAB); the *Mobile Web and Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Meta'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,

George W. Ivie, Executive Director and CEO

Copy to: MRC Digital Committee
                MRC Executive Committee
                Anthony Torrieri, Hannah Bolcar, Ron Pinelli, Laris Oliveri (MRC)
                Nick Terlizzi, Madison Gaffney (EY)

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

Accredited Metrics:

Metric Name	Ad Format	Accredited Platform	Filtration Level
Reported Metrics			
Impressions (Display)	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Gross & Total Net
	Facebook Right Column Ads	DW	Gross & Total Net
	Instagram Feed and Stories Ads	DW, MW, MA	Gross & Total Net
2-Second Continuous Video Plays- Mobile In-app	Facebook Feed Ads, Facebook In-Stream Video Ads, Facebook Video Feed Ads, Instagram Feed Ads and Instagram Stories	MA	Total Net
Viewability metrics, as reported in the 1P Viewability Report			
Video plays	Facebook Feed Ads, Facebook In-Stream Video Ads, Facebook Video Feed Ads, Instagram Feed, Instagram Stories Ads	DW, MW, MA	Total Net
Viewable video plays			
Non-viewable video plays			
Undetermined viewability video plays			
Viewable video play distribution			
Non-viewable video plays distribution			
Undetermined viewability video play distribution			
Measured video play rate			
Viewable video play rate			

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Brad Kertson
Director, Ecosystem & Monetization Programs
Meta Platforms, Inc.
1101 Dexter Ave. North
Seattle, WA 98109

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Mr. Kertson:

Accreditation of Facebook and Instagram Ads for SIVT functionality for **(1)** 2-second Continuous Video Plays [Viewable Video Impressions] for single video, slideshow video and instant experience video ads delivered to registered and logged-in users on the following Meta Owned & Operated properties within Mobile In-App: Facebook News Feed, Facebook In-Stream Videos as well as Instagram News Feed and Instagram Stories, **(2)** Display Impressions for Facebook Feed Ads reported in the Ads Manager UI, inclusive of Facebook Lite (Desktop, Mobile Web and Mobile In-App), Facebook Right Column Ads (Desktop only), Instagram Feed and Stories Ads (Mobile In-App only), **(3)** Display Impressions reported in the Ads Manager UI for Instagram Feed and Stories Ads (Desktop and Mobile Web), 2-Second Continuous Video Plays in the Ads Manager UI for Facebook Video Feed Ads (Mobile In-App only), and Video Plays and associated Video Viewability metrics reported in 1P Viewability Report export for Facebook Feed Ads, Facebook In-Stream Video Ads, Facebook Video Feed Ads, Instagram Feed, Instagram Stories Ads across Desktop, Mobile Web and Mobile In-App environment, as referenced in the Accreditation Letter dated February 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 (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,

George W. Ivie
Executive Director and CEO