



June 13, 2025

Brad Kertson
Director, Ecosystem and Monetization Partnerships
Meta Platforms, Inc.
1 Hacker Way
Menlo Park, CA 94025

Dear Mr. Kertson:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Meta's First-Party (1P) *Partner Monetization Policies, Content Monetization Policies* and associated Content-level Brand Safety and suitability controls (inclusive of Inventory Filter and Placement Opt-out controls) applied to Facebook In-Stream Video (Video on Demand) in Desktop, Mobile Web and Mobile In-App and granting initial accreditation of Meta's 1P *Partner Monetization Policies, Content Monetization Policies* and associated Content-level Brand Safety and suitability controls (inclusive of Inventory Filter and Placement Opt-out controls) applied to Facebook Feed (in Desktop, Mobile Web and Mobile In-App) and Instagram Feed (in Mobile In-App) as well as the Brand Safety Error Rate (BSER) disclosed in the Description of Methodology (DOM).

Note 1: In-Stream video accreditation applies to 37 specific languages: Arabic, Assamese, Bengali, Bhojpuri, Chinese dialects, Dutch, English, French, German, Gujarati, Hebrew, Hindi, Indonesian, Italian, Japanese, Kannada, Khmer, Korean, Malay, Malayalam, Marathi, Oriya (Odia), Polish, Portuguese, Punjabi, Romanian, Russian, Spanish, Swedish, Tagalog, Tamil, Telugu, Thai, Turkish, Ukrainian, Urdu and Vietnamese.

Note 2: Facebook and Instagram Feed accreditation applies to English and Spanish Only.

Note 3: Misinformation is excluded from accreditation and remains in process of review as Community Notes applied to this category are being assessed. Accreditation also excludes the following placements:

-Facebook (exclusions):

- ***Video Feed***
- ***Right Column***
- ***Marketplace***
- ***Stories***
- ***Reels***
- ***In-stream Ads on Facebook Reels***
- ***Search Results***
- ***Business Explore***

-Instagram (exclusions):

- ***Profile Feed***
- ***Stories***
- ***Explore***
- ***Explore home***
- ***Reels***
- ***In-stream Ads on Instagram Reels***
- ***Search Results***

-Audience Network (all placements excluded)

-Messenger (all placements excluded)

-Threads (all placements, excluded)

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the *Enhanced Content Level Context and Brand Safety Guidelines* and the Business Partner Qualification requirements of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Ad Verification Guidelines* published by the Interactive Advertising Bureau (IAB); (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 achieving 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, Ron Pinelli, Laris Oliveri, Shadi Hamdan, Hannah Bolcar (MRC)

Nick Terlizzi, Joe Bailey, Ryan Tate, Madison Gaffney (EY)