



**Media Rating
Council, Inc.**

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October 2, 2026

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 the following accreditation decisions for Facebook (FB) and Instagram (IG) Ads. For ease of view, these have been summarized in a chart on page 2 below.

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,

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, Hannah Bolcar, Ron Pinelli, Laris Oliveri, Shadi Hamdan (MRC)
Nick Terlizzi, Madison Gaffney (EY)

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

Metric Name	Accreditation Status	Creative Type	Ad Format	Accredited Platform	Filtration Level	Total Campaign (Y/N)
<i>Reported Metrics – Ads Manager UI</i>						
Gross Impressions	Continue Accreditation	Display	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Gross & Total Net	Y
	Continue Accreditation	Display	Facebook Right Column Ads	DW	Gross & Total Net	Y
	Continue Accreditation	Display	Instagram Feed Instagram Stories Ads	DW, MW, MA	Gross & Total Net	Y
	Grant Initial Accreditation	Display	Instagram Reels Ads	MA	Gross & Total Net	Y
	Grant Initial Accreditation	Display	Facebook Reels Ads	MW, MA	Gross & Total Net	Y
Video Plays	Grant Initial Accreditation	Video	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Total Net	Y
	Grant Initial Accreditation	Video	Facebook In-stream Reels	MA	Total Net	Y
	Grant Initial Accreditation	Video	Facebook Reels Ads, inclusive of Facebook Lite	DW, MW, MA	Total Net	Y
	Grant Initial Accreditation	Video	Instagram Feed Ads Instagram Stories Ads	DW, MW, MA	Total Net	Y
	Grant Initial Accreditation	Video	Instagram Reels	MA	Total Net	Y
2-Second Continuous Video Plays	Continue Accreditation	Video	Facebook Feed Ads	MA	Total Net	N
	Continue Accreditation	Video	Facebook In-stream Reels Ads	MA	Total Net	Y
	Continue Accreditation ²	Video	Instagram Feed Ads	MA	Total Net	Y
	Grant Initial Accreditation – DW, MW Continue Accreditation – MA	Video	Instagram Stories Ads	DW, MW, MA	Total Net	Y
<i>Reported metrics – IP Viewability Report</i>						
Video Plays	Continue Accreditation	Video	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Total Net	N/A ¹
	Continue Accreditation	Video	Facebook In-stream Reels Ads	MA	Total Net	N/A ¹
	Grant Initial Accreditation	Video	Facebook Reels Ads	DW, MW, MA	Total Net	N/A ¹
	Continue Accreditation	Video	Instagram Feed Ads Instagram Stories Ads	DW, MW, MA	Total Net	N/A ¹
	Grant Initial Accreditation	Video	Instagram Reels	MA	Total Net	N/A ¹

Metric Name	Accreditation Status	Creative Type	Ad Format	Accredited Platform	Filtration Level	Total Campaign (Y/N)
(1) Viewable video plays; (2) Non-viewable video plays; (3) Undetermined viewability video plays (4) Viewable video play distribution; (5) Non-viewable video plays distribution; (6) Undetermined viewability video play distribution; (7) Measured video play rate; (8) Viewable video play rate	Continue Accreditation	Video	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Total Net	N/A ¹
	Continue Accreditation	Video	Facebook In-stream Reels Ads	MA	Total Net	N/A ¹
	Continue Accreditation ²	Video	Instagram Feed Ads	MA	Total Net	N/A ¹
	Continue Accreditation	Video	Instagram Stories Ads	DW, MW, MA	Total Net	N/A ¹

¹Video Plays in 1P Viewability Report are not reported by Total (campaign)

²Instagram Feed Ads in DW and MW for the 2-Second Continuous Video Plays metric is no longer reported in the UI (DW and MW was originally submitted for the 2025 examination; no accreditation granted). Similarly, Instagram Feed Ads in DW and MW are no longer reported within the 1P Viewability Report export (DW and MW was submitted for the 2025 examination and previously accredited). ***Continued accreditation for the 2-Second Continuous Video Plays metric and the viewable metrics reported in the 1P Viewability Report export is only applicable for MA environments.***



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October 2, 2026

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 the metrics referenced in the table on page 2 below.

As referenced in the Accreditation Letter dated October 2, 2026 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 that reads "George W. Ivie".

George W. Ivie
Executive Director and CEO

Metric Name	Accreditation Status	Creative Type	Ad Format	Accredited Platform	Filtration Level	Total Campaign (Y/N)
<i>Reported Metrics – Ads Manager UI</i>						
Gross Impressions	Continue Accreditation	Display	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Gross & Total Net	Y
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	Grant Initial Accreditation	Display	Instagram Reels Ads	MA	Gross & Total Net	Y
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Video Plays	Grant Initial Accreditation	Video	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Total Net	Y
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2-Second Continuous Video Plays	Continue Accreditation	Video	Facebook Feed Ads	MA	Total Net	N
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	Continue Accreditation ²	Video	Instagram Feed Ads	MA	Total Net	Y
	Grant Initial Accreditation – DW, MW Continue Accreditation – MA	Video	Instagram Stories Ads	DW, MW, MA	Total Net	Y
<i>Reported metrics – IP Viewability Report</i>						
Video Plays	Continue Accreditation	Video	Facebook Feed Ads, inclusive of Facebook Lite	DW, MW, MA	Total Net	N/A ¹
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	Grant Initial Accreditation	Video	Facebook Reels Ads	DW, MW, MA	Total Net	N/A ¹
	Continue Accreditation	Video	Instagram Feed Ads Instagram Stories Ads	DW, MW, MA	Total Net	N/A ¹
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Metric Name	Accreditation Status	Creative Type	Ad Format	Accredited Platform	Filtration Level	Total Campaign (Y/N)
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