



August 4, 2026

Brian Mason
Senior Manager, Measurement and Reporting Products
Netflix Ads
888 Broadway
New York, New York 10003

Dear Mr. Mason,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting accreditation for Netflix Ads (“the Service”), specifically for the measurement and reporting of U.S. in-stream video impressions (inclusive of QR code) Gross and Net of GIVT within Desktop, Mobile In-App and Connected TV (CTV).

**Non-U.S. traffic, live video ads and display pause ads are excluded from scope.*

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* inclusive of interim guidance as issued by MRC; the *Display Impression Guidelines* and *Digital Video Impression Guidelines* inclusive of the MRC Server-Side Ad Insertion and OTT Guidance published by the Interactive Advertising Bureau (IAB); and the *Mobile Application Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Netflix’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 attaining 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: MRC Digital Committee, MRC Executive Committee
Hannah Bolcar, Shadi Hamdan, Laris Oliveri, Ron Pinelli, Anthony Torrieri (MRC)
Nick Terlizzi, Madison Gaffney (EY)