



April 8, 2025

Mr. Amin Bandeali  
CTO, Picalate, Inc.  
1639 11<sup>th</sup> Street Unit 210, Santa Monica, California 90404

Dear Mr. Bandeali,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Picalate's Analytics platform ("the Service") for measurement of:

1. Display and Video Ad Counts (f/k/a Tracked Ads) and Impressions (Gross, Net of GIVT and Total Net of SIVT) within Desktop, Mobile Web, Mobile In-App and Connected TV (CTV)
2. Display Viewable impressions and related viewability metrics (Net of GIVT and Total Net of SIVT) within Desktop, Mobile Web, and Mobile In-App
3. Server-side Ad Insertion (SSAI) Video metrics (Gross, Net of GIVT and Total Net of SIVT) within Desktop, Mobile Web, Mobile In-App and CTV

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 *Digital Video Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Picalate'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 look forward to continuing our work with Picalate 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, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)  
Johnson Wong, Luc Gruson, Brian McCarthy (EY)

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

Accredited Statistics: Pixalate

Desktop, Mobile Web, Mobile In-App, and Connected TV – Display and Video (Gross, Net of GIVT, Total Net of SIVT)

- Ad Counts
- GIVT Ad Counts (#)
- GIVT Ad Counts (%)
- SIVT Ad Counts (#)
- SIVT Ad Counts (%)
- Rendered Impressions
- Rendered Display Impressions
- Rendered Video Impressions
- SSAI Ad Counts (Video only)
- SSAI Ad Counts % (Video only)
- SSAI Transparent Ad Counts (Video only)
- SSAI Transparent Ad Counts % (Video Only)

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

- Measured Impressions (#)
- Measured Rate (%)
- Views (#)
- Views (%)
- Non-Views (#)
- Non-Views (%)
- Undetermined Impressions (#)
- Undetermined Impressions (%)



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Mr. Amin Bandeali  
CTO  
Picalate, Inc.  
1639 11<sup>th</sup> Street Unit 210  
Santa Monica, California 90404

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Mr. Bandeali,

Accreditation of Picalate's Analytics platform SIVT functionality (Display and Video Ad Counts, Impressions and SSAI Video metrics within Desktop, Mobile Web, Mobile In-App and Connected TV; Display Viewable Impressions and related viewability metrics in Desktop, Mobile Web and In-App); as referenced in the Accreditation Letter date April 8, 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,

A handwritten signature in black ink that reads "George W. Ivie". The signature is written in a cursive, flowing style.

George W. Ivie  
Executive Director and CEO