



**Media Rating  
Council, Inc.**

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September 25, 2025

Mr. Asaf Greiner  
General Manager Verification  
Protected by Mediaocean  
Ha-Lapid Street 12  
Petah Tikva, Israel

Dear Mr. Greiner:

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation of Protected Media's ("the Service") property-level ad verification reporting and blocking for display ad traffic, as well as reporting (no blocking) for video ad traffic, within Desktop and Mobile Web environments for the English, Spanish and Portuguese languages.

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the *MRC Supplement to IAB Guidelines for the Conduct of Ad Verification: Enhanced Content Level Context and Brand Safety*, the General Invalid Traffic or GIVT requirements of the *MRC Invalid Traffic Detection and Filtration Standards Addendum* inclusive of *Interim updates* and the *MRC Server-Side Ad Insertion and OTT Guidance* published by the MRC; (2) the *Desktop Display Impression Measurement Guidelines*, the *Digital Video Impression Measurement Guidelines* and the *Guidelines for the Conduct of Ad Verification* published by the Interactive Advertising Bureau (IAB) and MRC; (3) the *Mobile Web Advertising Measurement Guidelines* published by the IAB, Mobile Marketing Association (MMA), and MRC; (4) the procedures described in Protected Media's answers to the MRC questionnaire; and (5) 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 Protected Media in the years ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "George W. Ivie", written in a cursive, flowing style.

George W. Ivie, Executive Director/CEO

Copy to: MRC Digital Committee, MRC Executive Committee  
Anthony Torrieri, Ron Pinelli, Shadi Hamdan, Laris Oliveri, Hannah Bolcar (MRC)  
Fernando Perez, Paul Vizzo (EY)

Encl: 1 (Specific Accredited Statistics)

Protected Media: Specific Accredited Metrics (format, platform and filtration level)

**PLEASE NOTE: While certain metrics below invoke the term “Brand Safety”, these relate only to property-level ad verification based on property text or URL text, NOT Content-Level Brand Safety (including video, audio or discrete content measurement).**

| Reported Detected metrics  | Ad format     | Environment |
|--|---------------|-------------|
| Total transactions (#) <sup>1</sup>                                  | Display/Video | D, MW       |
| Brand Safety Detected (#, %) <sup>2</sup>                            | Display/Video | D, MW       |
| Brand Safety — Adult & Explicit Sexual Content (#, %) <sup>2</sup>   | Display/Video | D, MW       |
| Brand Safety — Arms (#, %) <sup>2</sup>                              | Display/Video | D, MW       |
| Brand Safety — Crime (#, %) <sup>2</sup>                             | Display/Video | D, MW       |
| Brand Safety — Death, Injury & Military conflict (#, %) <sup>2</sup> | Display/Video | D, MW       |
| Brand Safety — Online Piracy (#, %) <sup>2</sup>                     | Display/Video | D, MW       |
| Brand Safety — Hate speech & Acts of Aggression (#, %) <sup>2</sup>  | Display/Video | D, MW       |
| Brand Safety — Obscenity & Profanity (#, %) <sup>2</sup>             | Display/Video | D, MW       |
| Brand Safety — Terrorism (#, %) <sup>2</sup>                         | Display/Video | D, MW       |
| Brand Safety — Sensitive social issues (#, %) <sup>2</sup>           | Display/Video | D, MW       |
| Brand Safety — Illegal Drugs (#, %) <sup>2</sup>                     | Display/Video | D, MW       |
| Brand Safety — Alcohol & Tobacco (#, %) <sup>2</sup>                 | Display/Video | D, MW       |
| Brand Safety — Spam or Harmful Content (#, %) <sup>2</sup>           | Display/Video | D, MW       |

| Reported Blocked metrics                                     | Ad format | Environment |
|--|-----------|-------------|
| Total transactions (#) <sup>1</sup>                          | Display   | D, MW       |
| Brand Safety Blocked (#, %) <sup>3</sup>                     | Display   | D, MW       |
| Brand Safety — Non-matching geolocation (#, %) <sup>3a</sup> | Display   | D, MW       |
| Brand Safety — Custom URL lists (#, %) <sup>3b</sup>         | Display   | D, MW       |
| Brand Safety — Categories severity (#, %) <sup>3c</sup>      | Display   | D, MW       |

## Notes:

1. Transactions above are equivalent to gross Tracked Ads metrics.
2. Detected is the amount or proportion of impressions classified as Avoidance categories.
3. Blocked is the amount or proportion of impressions Blocked according to the applied user policy:
  - a. Geography (country level) – traffic blocked due to not matching the expected geolocation
  - b. Custom URL lists – client-configured URL lists
  - c. Category severity – traffic blocked based on defined category severity (i.e., low, medium, high)
4. Exclusions from Accreditation: All languages except English, Spanish and Portuguese; Gambling and Fake News/Misinformation categories; IVT Ad Verification; Custom Bundle Lists and Rules; Sentiment; non-Matching Language