



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
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New York, NY 10170

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March 5, 2025

Ms. Sydney Moore  
Director of Compliance  
Protected Media by Mediaocean  
120 Broadway  
New York, NY 10271

Dear Ms. Moore:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Protected Media's ("the Service") measurement of Display and Video Impressions and Viewable Impressions and related Viewability metrics within Desktop, Mobile Web and Mobile In-App, and Video Impressions within Connected TV (CTV), all inclusive of Sophisticated Invalid Traffic (SIVT) filtration as well as Display and Video General Invalid Traffic (GIVT) and SIVT metrics within Desktop, Mobile Web and Mobile In-App, and Video GIVT and SIVT metrics within 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 (IVT 2.0)* published by the MRC; the *Display Impression and Video Measurement Guidelines*, published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression and Mobile In-App Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Protected Media'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 Protected Media in the years ahead.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie, Executive Director/CEO

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

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

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

- Display Impressions (Desktop, Mobile Web and Mobile In-App) – Gross, Net of GIVT, Total Net of SIVT
  - Gross Impressions (#)
  - Net and Total Net Impressions (# and %)
  - Decision rate (SIVT) (%)
  - GIVT (% and #)
  - SIVT (% and #)
  
- Video Impressions (Desktop, Mobile Web, Mobile In-App and CTV [non-SDK measurement]) – Gross, Net of GIVT and Total Net of SIVT
  - Gross Impressions (#)
  - Net and Total Net Impressions (# and %)
  - Decision rate (SIVT) (%)
  - GIVT (% and #)
  - SIVT (% and #)
  
- Display and Video Viewability (Desktop, Mobile Web, Mobile In-App) – Net of GIVT and Total Net of SIVT
  - Viewable Impressions (#)
  - Non-viewable impressions (#)
  - Undetermined impressions (#)
  - Measured rate (%)
  - Viewable rate (total net of SIVT only) (%)
  - Percent viewable (%)
  - Percent non-viewable (%)
  - Percent undetermined (%)



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120 Broadway  
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Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Moore:

Accreditation of Protected Media for SIVT functionality (Display and Video Impressions, Viewable Impressions and related Viewability metrics; Display SIVT metrics within Desktop, Mobile Web and Mobile In-App, and Video Impressions and SIVT metrics within CTV [non-SDK measurement]), as referenced in the Accreditation Letter dated March 5, 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 (IVT 2.0)* published by the MRC.

Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 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