



**Media Rating
Council, Inc.**

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August 1, 2024

Mr. Avery Brovick
Engineering Compliance Manager
Snap, Inc.
2772 Donald Douglas Loop North, Santa Monica, CA 90405

Dear Mr. Brovick

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Snap's Ads Manager platform ("the Service") for measurement of Display and Video Impressions, Viewable Impressions and related viewability metrics, Clicks (formerly swipe ups), Reach metrics and Video duration metrics within Mobile In-App environments, specific to Snap Ads.

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 mobile measurement and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Audience Reach Guidelines*, *Click Measurement Guidelines*, *Display Impression Guidelines*, and *Video Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile In-App Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Snap'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 Snap 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, Hannah Bolcar, Ron Pinelli, Laris Oliveri (MRC)
Alina Townsend, Kayla Goodenough (EY)

Encl: ` 1 (Specific Accredited Metrics)

Snap Accredited Metrics

Snap Accredited Metrics:

Mobile In-App:

- Display and Video Impressions (Gross and Net of GIVT)
 - Gross Impressions
 - Paid Impressions

- Display and Video Viewability Metrics (Net of GIVT)
 - Viewable Impressions (#)
 - Non-Viewable (#, %)
 - Viewable Rate (%)

- Video-only metrics (Net of GIVT)
 - 2-Second Video Views
 - 2-Second View Views (View Time Only)
 - Video progress events (25% Quartile, 50% Quartile, 75% Quartile, Completions)

- Display and Video – Other metrics (Net of GIVT)
 - Average Screen Time
 - Paid Reach
 - Clicks