



January 20, 2026

Mr. Rich Raddon
Co-Founder, Co-CEO, Zefr
4101 Redwood Avenue, Los Angeles, CA 90066

Dear Mr. Raddon,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation of Zefr's Content-Level Brand Safety and Suitability content labelling and reporting of Google YouTube English-language In-Stream YouTube Video and In-Stream YouTube Music Video content (*excludes: Shorts, YouTube TV, Google TV, Masthead, Google Video Partner (GVP) videos and Volumetric Data*) within Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) environments.

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the *Enhanced Content Level Context and Brand Safety Guidelines* published by the MRC; the *Ad Verification Guidelines* published by the Interactive Advertising Bureau (IAB); (2) the procedures described in Zefr'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 look forward to continuing our work with Zefr in the future.

Sincerely,

A handwritten signature in black ink, reading "George W. Ivie". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Shadi Hamdan (MRC)
Joe Bailey (EY)