



November 6, 2025

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 independent third-party (3P) processing and reporting of Google's Ads Data Hub (ADH) YouTube traffic from the Google Ads and DV360 services ("the Service") with respect to: Video Impressions and Viewable Impressions and related viewability metrics inclusive of General Invalid Traffic (GIVT) filtration, within Desktop, Mobile Web, and Mobile In-App environments.

Note: This accreditation is inclusive of the following ad formats: YouTube Skippable In-Stream, Non-Skippable In-stream and Bumper Video. It excludes: Video in-feed, Masthead, Shorts and Demand Gen non-YouTube and all other formats, environments and inventory types not listed.

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 Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* inclusive of *interim guidance* 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 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".

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)

Encl: 1 (Specific Accredited Statistics)

Accredited Statistics: Zefr's Google ADH independent processing and reporting

Google YouTube Video – Desktop, Mobile Web, Mobile In-App

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- *Impression metrics*
 - Gross Impressions
 - Total Impressions (Net of GIVT)

- *Viewability metrics (Net of GIVT)*
 - Viewable Impressions (#)
 - Non-Viewable Impressions (#)
 - Undetermined Impressions (#)
 - Measurable impressions (#)
 - Measured Rate (%)
 - Viewable Rate (%)
 - Viewable Impression Distribution (%)
 - Non-viewable Impression Distribution (%)
 - Non-measurable Impression Distribution (%)