



**Media Rating  
Council, Inc.**

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February 10, 2025

Mr. Sean Muller  
CEO  
iSpot.tv, Inc.  
15831 NE 8<sup>th</sup> Street, #100  
Bellevue, WA 98008

Dear Mr. Muller,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of iSpot.tv's (iSpot) Media Measurement Ad Occurrence Service for National ad airings with a minimum duration of 9.1 seconds within National broadcast and cable network programming (the Service). *This excludes metrics attributed to other National airing data, Local airings and iSpot's other measurement services.*

Accreditation indicates that the measurements reported by the Service comply with: (1) the *Minimum Standards for Media Rating Research and the Minimum Standards for Media Rating Research: Modified for Application to Media Monitoring Services* published by the MRC; (2) the procedures described in iSpot'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 you in the future.

Sincerely,

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

George W. Ivie  
Executive Director and CEO

Copy to: MRC TV Committee  
MRC Executive Committee  
Randy Pyle, Kaitlyn Thorwarth (EY)  
Anthony Torrieri, Hannah Bolcar, Ron Pinelli, Laris Oliveri (MRC)