Media Rating Council, Inc.

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September 20, 2024

Mr. John Piccone
Regional President, Americas
Adform, Inc.
255 Centre Street, 7th Floor
New York, NY 10013

Dear Mr. Piccone,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Adform ("the Service") for measurement and reporting of Display (including HTML5 creatives) and Video Served Impressions and Viewable Impressions and related Viewability metrics as well as Custom Viewability metrics within Desktop, Mobile Web and Mobile In-App, and Display and Video Served Impressions within Connected TV (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 Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Display Impression Guidelines* and *Digital Video Impression Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile Application Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Adform'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 look forward to continuing our work with Adform in the future.

Sincerely,

George W. Ivie
Executive Director and CEO

Copy to: Jurjen de Wal (Adform)
           MRC Digital Committee
           MRC Executive Committee
           Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)
           Alina Townsend, Kayla Goodenough (EY)

Encl: 1 (Specific Accredited Metrics)

Accredited Metrics: Adform

Desktop, Mobile Web and Mobile In-App (Display and Video):

- Served Impressions (Gross, Net of GIVT)

- Viewability Metrics (Net of GIVT)
    - Viewable Impressions (#)
    - Viewable Rate (%)
    - Measurable Impressions (#, %)
    - Non-Viewable Impressions (#)
    - Undetermined Impressions (#)
    - Impression Distribution (Non-Viewable, %)
    - Impression Distribution (Undetermined, %)
    - Impression Distribution (Viewable, %)

- Custom Viewability Metrics #1 and #2 (Net of GIVT)
    Note: Users are only able to set Custom Viewability thresholds that meet or exceed the minimum Viewability requirements for Display and Video
    - Viewable Impressions (#)
    - Viewable Rate (%)
    - Non-Viewable (#)
    - Impression Distribution (Viewable, %)
    - Impression Distribution (Non-Viewable, %)

Connected TV (Display and Video):

- Served Impressions (Gross, Net of GIVT)