



**Media Rating
Council, Inc.**

420 Lexington Avenue
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New York, NY 10170

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www.mediaratingcouncil.org

September 20, 2024

Mr. Romain Bellion, CEO Adloox S.A.S.
146 rue Montmartre, 75002 Paris, France

Dear Mr. Bellion:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of the Adloox S.A.S. service (“the Service”) for measurement of Desktop, Mobile App and Mobile Web Display and Video: Tracked Ads (Gross), Impressions, Decision Rate as well as Viewable Impressions, Viewability related metrics and Exposure metrics, with SIVT filtration applied to the outlined metrics in Desktop and Mobile Web environments.

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 and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Display and Video Impression Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and the *Mobile Application Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Adloox’ 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 productive relationship with Adloox well into the future.

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, Erica Damasiewicz, Gina Coutras (EY)

Encl: 1 (Specific Accredited Metrics)
2 (Trustworthy Accountability Group Certified Against Fraud Addendum)

Adloox S.A.S. Service: Specific Accredited Metrics:

- **Desktop, Mobile Web and Mobile In-App Display and Video:**
 - Tracked Ads (Gross)
 - Impressions (Gross, Net of GIVT, Total Net of SIVT [for Desktop and Mobile Web only])
 - Viewability (Net of GIVT and Total Net of SIVT [for Desktop and Mobile Web only]):
 - Viewable Impressions
 - Non-Viewable Impressions
 - Undetermined Viewable Impressions
 - Measured Rate
 - Viewable Rate
 - Impression Distribution Percentages:
 - Viewable
 - Not Viewable
 - Undetermined
 - Various Time Exposure Metrics Net of GIVT and Total Net of SIVT [for Desktop and Mobile Web only]:
 - Seconds Exposure (<1, 1-2, 2-10, 10+)
 - Exposure Time
 - Exposure Time/Page
 - Decision Rate (%) – Net of GIVT and Total Net of SIVT [for Desktop and Mobile Web and Mobile App]



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CEO
Adloox S.A.S.
146 rue Montmartre
75002 Paris, France

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Mr. Bellion:

Accreditation of the Adloox S.A.S. service for SIVT functionality (Desktop and Mobile Web Display and Video: Served Impressions, Viewable Impressions, Viewability related metrics, Exposure metrics and the Decision Rate metric), as referenced in the Accreditation Letter dated September 20, 2024, indicates that the Measurement Statistics reported for the Service comply with the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC. Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC is inclusive of certain Trustworthy Accountability Group (TAG) Certified Against Fraud requirements. Specifically:

- Domain list filtering (Known Dangerous or Fraudulent Sources per MRC IVT Section 4.2)
- Data Center IP list filtering (Known Data Center Traffic per MRC IVT Section 4.2)

Sincerely,

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

George W. Ivie
Executive Director and CEO