



**Media Rating  
Council, Inc.**

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January 31, 2025

Ms. Aly Anzalone  
Senior Technical Program Manager  
Amazon Ads  
Boulder, CO 80302

Dear Ms. Anzalone,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Amazon Advertising's first-party measurement and reporting of the Demand-side Platform (DSP) ("the Service") traffic served to (1) Retail Owned & Operated (O&O) Supply Source, Internet Movie Database IMDb O&O, web/app publishers enrolled in the Amazon Publisher Services (APS) program, and Third-party exchanges (3PX) Supply Source, for Display Begin to Render (BTR) Impressions and Clicks (reported Gross and Net of General Invalid Traffic [GIVT]) within Desktop, Mobile Web and Mobile In-App environments; (2) Fire TV O&O inventory source for Display BTR Impressions and Clicks (reported Gross and Net of GIVT) within Connected TV (CTV).

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* 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 the *Click Measurement 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 Amazon'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 Amazon 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 Digital Committee, MRC Executive Committee  
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)  
Nick Terlizzi, Joe Bailey (EY)

Encl: 1 (Specific Accredited Statistics)

Accredited metrics: Amazon Advertising

**Retail O&O, IMDb O&O and APS, 3PX**

Display – Desktop, Mobile Web, Mobile In-App (Gross and Net of GIVT)

- Impressions (Begin to Render)
- Clicks

**Fire TV O&O**

Display – Connected TV (Gross and Net of GIVT)

- Impressions (Begin to Render)
- Clicks