Media Rating Council, Inc.

420 Lexington Avenue
Suite 343
New York, NY 10170

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www.mediaratingcouncil.org

June 3, 2025

Ms. Nicole Priesmeyer
VP, Product Operations
DoubleVerify, Inc.
462 Broadway, New York, NY 10013

Dear Ms. Priesmeyer,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of DoubleVerify's Quality Analytics platform ("the Service") for measurement of:

- Display and Video Impressions in Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) environments, inclusive of Sophisticated Invalid Traffic (SIVT) filtration*

- Display and Video Viewable Impressions and related viewability metrics, GroupM and PMX metrics, Video Audibility, Video Completion and Quartile, and other ancillary metrics inclusive of SIVT filtration, in Desktop, Mobile Web and Mobile In-App environments (inclusive of traffic measured through IAB's Tech Lab OM SDK).*

- Property Level Ad-Verification metrics, including Video Filtering metrics (see below for details regarding languages accredited for binary-level, page-level and domain classification), in Desktop, Mobile Web, Mobile In-App and CTV environments*

- Video Viewable Impressions and related Viewability metrics and Video completion-based metrics (including fully on-screen metrics) and Quartile metrics in CTV environments, inclusive of SIVT filtration*

- Display and Video Authentic Attention metrics within Desktop, Mobile Web, and Mobile In-App*

- Pre-bid signals/data for several product offerings which are included within the detailed table below*

- Independent third-party reporting of Meta Display and Video Impressions and Viewable Impressions and related viewability metrics within Desktop, Mobile Web and Mobile In-App (reported Net of GIVT). *This is specifically for advertising content served to Meta-measured and accredited placements in Facebook and Instagram feeds only (all other placements, formats and inventory types are out of scope and unaccredited).**

- Independent third-party processing and reporting of YouTube via Google's Ads Data Hub (ADH) measurement data from Google Ads and Display & Video 360 (DV360) services for Google-measured and accredited YouTube and GVP video placements (*Skippable In-Stream, Non-Skippable In-Stream, Standard In-Stream-skippable and non-skippable, and Bumper Ads*) with respect to Video Impressions, Viewable Impressions and related viewability metrics in Desktop, Mobile Web and Mobile In-App (reported Net of GIVT). *Video In-Feed, Display/ Rich Media, Masthead ads, YouTube TV, YouTube Kids, and YouTube Shorts are out of scope and unaccredited.***

*Accreditation continued on 11/22/24

**Accreditation continued on 6/3/25 following remediation efforts

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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, the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0),* the *Digital Audience-Based Measurement Standards* and the *Outcomes and Data Quality Standards* published by the MRC; the *Display Impression Guidelines*, *Digital Video Guidelines* and *Ad Verification 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 DoubleVerify'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 DoubleVerify in the future.

Sincerely,

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)
            Alina Townsend, Joe Cruz, Jordan Joyce (EY)

Encl: 1 (Specific Accredited Statistics)
            2 (Trustworthy Accountability Group Certified Against Fraud Addend

Accredited Statistics: DoubleVerify

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
Agency Custom Viewability: GroupM			
GroupM Video Native Failed Impressions (#/%)	V	DW, MW, MA	Total Net
GroupM Video Native Passed Impressions (#/%)	V	DW, MW, MA	Total Net
GroupM Video Passed and Completed Impressions (#/%)	V	DW, MW, MA	Total Net
GroupM Video Reach Extension Failed Impressions (#/%)	V	DW, MW, MA	Total Net
GroupM Video Reach Extension Passed Impressions (#/%)	V	DW, MW, MA	Total Net
GroupM Active Ads	D, V	DW, MW, MA	Total Net
GroupM Authentic Passed Impressions (#/%)	D, V	DW, MW, MA	Total Net
GroupM Eligible Impressions	D, V	DW, MW, MA	Total Net
GroupM Failed Impressions	D, V	DW, MW, MA	Total Net
GroupM Measured Impressions (#/%)	D, V	DW, MW, MA	Total Net
GroupM Passed Impressions (#/%)	D, V	DW, MW, MA	Total Net
Agency Custom Viewability: PMX			
PMX Authentic Passed Impressions (#/%)	D, V	DW, MW, MA	Total Net
Total Net PMX Active Ads	D, V	DW, MW, MA	Total Net
Total Net PMX Eligible Impressions	D, V	DW, MW, MA	Total Net
Total Net PMX Measured Impressions (#/%)	D, V	DW, MW, MA	Total Net
Total Net PMX Passed Impressions (#/%)	D, V	DW, MW, MA	Total Net
Authentic Attention			
Ad Clicked (%)	D, V	DW, MW, MA	Total Net
Ad Interaction Index	D, V	DW, MW, MA	Total Net
Ad Size Decreased (%)	D, V	DW, MW, MA	Total Net
Ad Size Increased (%)	D, V	DW, MW, MA	Total Net
Ad Skipped (%)	V	DW, MW, MA	Total Net
Ad Touched (%)	D, V	DW, MW, MA	Total Net
Attention Index	D, V	DW, MW, MA	Total Net
Audio Engagement Rate	V	DW, MW, MA	Total Net
Engagement Index	D, V	DW, MW, MA	Total Net
Exposure Index	D, V	DW, MW, MA	Total Net
Intensity Index	D, V	DW, MW, MA	Total Net
Key Press (%)	D, V	DW, MW, MA	Total Net
Mouse Hover on Ad (%)	D, V	DW, MW, MA	Total Net
Mouse Movement (%)	D, V	DW, MW, MA	Total Net
Playback Engagement Rate	V	DW, MW, MA	Total Net
Playback Paused (%)	V	DW, MW, MA	Total Net
Playback Resumed (%)	V	DW, MW, MA	Total Net
Prominence Index	D, V	DW, MW, MA	Total Net
Q1 Audible Rate	V	DW, MW, MA	Total Net
Q1 Viewable Rate	V	DW, MW, MA	Total Net
Q2 Audible Rate	V	DW, MW, MA	Total Net

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
Q2 Viewable Rate	V	DW, MW, MA	Total Net
Q3 Audible Rate	V	DW, MW, MA	Total Net
Q3 Viewable Rate	V	DW, MW, MA	Total Net
Q4 Audible Rate	V	DW, MW, MA	Total Net
Q4 Viewable Rate	V	DW, MW, MA	Total Net
Screen Engagement Rate	D, V	DW, MW, MA	Total Net
Scroll (%)	D, V	DW, MW, MA	Total Net
Switch to Landscape (%)	D, V	DW, MW, MA	Total Net
Switch to Portrait (%)	D, V	DW, MW, MA	Total Net
Tab into Background (%)	D, V	DW, MW, MA	Total Net
Tab into Foreground (%)	D, V	DW, MW, MA	Total Net
Touch Engagement Rate	D, V	DW, MW, MA	Total Net
User Presence Index	D, V	DW, MW, MA	Total Net
Volume Set to Mute (%)	V	DW, MW, MA	Total Net
Volume Set to Unmute (%)	V	DW, MW, MA	Total Net
Volume Turned Down (%)	V	DW, MW, MA	Total Net
Volume Turned Up (%)	V	DW, MW, MA	Total Net
Authentic Attention: Verticals			
Ad Interaction Index Average	D, V	DW, MW, MA	Total Net
Attention Index Benchmark	D, V	DW, MW, MA	Total Net
Engagement Index Benchmark	D, V	DW, MW, MA	Total Net
Exposure Index Benchmark	D, V	DW, MW, MA	Total Net
Intensity Index Benchmark	D, V	DW, MW, MA	Total Net
Prominence Index Benchmark	D, V	DW, MW, MA	Total Net
User Presence Index Benchmark	D, V	DW, MW, MA	Total Net
Benchmarks			
Authentic Rate	D, V	DW, MW, MA, CTV	Total Net
Authentic Viewable Rate	D, V	DW, MW, MA, CTV	Total Net
Block Rate	D, V	DW, MW, MA, CTV	Total Net
Brand Suitability Violation Rate	D, V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Violation Rate	D, V	DW, MW, MA, CTV	Total Net
Viewable Rate	D, V	DW, MW, MA, CTV	Total Net
GroupM Passed Rate	D, V	DW, MW, MA	Total Net
Benchmarks (calculated hourly)			
Brand Suitability Blocks (%)	D, V	DW, MW, MA, CTV	Total Net
Brand Suitable Ads (%)	D, V	DW, MW, MA, CTV	Total Net
Brand Suitability Filters (%)	D, V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Blocks (%)	D, V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Free Ads (%)	D, V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Filters (%)	D, V	DW, MW, MA, CTV	Total Net
Authentic Rate	D, V	DW, MW, MA, CTV	Total Net

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
Authentic Viewable Rate	D, V	DW, MW, MA, CTV	Total Net
Block Rate	D, V	DW, MW, MA, CTV	Total Net
Filter Rate	D, V	DW, MW, MA, CTV	Total Net
Viewable Rate	D, V	DW, MW, MA, CTV	Total Net
Brand Suitability – Blocking metrics			
Share of Keyword Blocks (%)	D, V	DW, MW, MA, CTV	Total Net
Brand Safety Floor Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
Brand Suitability Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
Custom Category Page Blocks (#/%)	D, V	DW, MW, MA	Total Net
Keyword Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
App Store Category Blocks (#/%)	D, V	MA, CTV	Total Net
New Site Blocks (#/%)	D, V	DW, MW	Total Net
No Domain Blocks (#/%)	D, V	DW, MW	Total Net
Off App Inclusion List Blocks (#/%)	D, V	MA, CTV	Total Net
Off Site Inclusion List Blocks (#/%)	D, V	DW, MW	Total Net
Off Language Inclusion List Blocks (#/%)	D, V	DW, MW, MA	Total Net
On App Exclusion List Blocks (#/%)	D, V	MA, CTV	Total Net
On Site Exclusion List Blocks (#/%)	D, V	DW, MW	Total Net
On Language EL Blocks (#/%)	D, V	DW, MW, MA	Total Net
Out of Age Blocks (#/%)	D, V	MA, CTV	Total Net
Out of Star Blocks (#/%)	D, V	MA, CTV	Total Net
Site & App List Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
UC App Blocks (#/%)	D, V	MA, CTV	Total Net
UC Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
UC Page Blocks (#/%)	D, V	DW, MW, MA	Total Net
UC Site Blocks (#/%)	D, V	DW, MW	Total Net
Language List Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
Share of UC Blocks (%)	D, V	DW, MW, MA, CTV	Total Net
Brand Suitability: Monitoring			
Share of Keyword Incidents (%)	D, V	DW, MW, MA, CTV	Total Net
Brand Safety Floor Incidents (#/%)	D, V	DW, MW, MA, CTV	Total Net
Brand Suitability Incidents (#/%)	D, V	DW, MW, MA, CTV	Total Net
Brand Suitable Ads (#/%)	D, V	DW, MW, MA, CTV	Total Net
Custom Category Page Incidents (#/%)	D, V	DW, MW, MA	Total Net
Keyword Incidents (#/%)	D, V	DW, MW, MA, CTV	Total Net
Impact on Authentic Rate if Added to UC	D, V	DW, MW, MA, CTV	Total Net
Impact on Block Rate if Added to UC	D, V	DW, MW, MA, CTV	Total Net
App Store Category Incidents (#/%)	D, V	MA, CTV	Total Net
Off App Inclusion List Incidents (#/%)	D, V	MA, CTV	Total Net
Off Site Inclusion List Incidents (#/%)	D, V	DW, MW, CTV	Total Net
Off Language Inclusion List Incidents (#/%)	D, V	DW, MW, MA	Total Net
On App Exclusion List Incidents (#/%)	D, V	DW, MW, MA, CTV	Total Net
On Site Exclusion List Incidents (#/%)	D, V	DW, MW	Total Net

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
On Language Exclusion List Incidents (#/%)	D, V	DW, MW, MA	Total Net
Out of Age Incidents (#/%)	D, V	MA, CTV	Total Net
Out of Star Incidents (#/%)	D, V	MA, CTV	Total Net
Share of Allowed Ads (%)	D, V	DW, MW, MA, CTV	Total Net
Share of Authentic Ads (%)	D, V	DW, MW, MA, CTV	Total Net
Share of Monitored Ads (%)	D, V	DW, MW, MA, CTV	Total Net
Share of Requests (%)	D, V	DW, MW, MA, CTV	Total Net
Site & App List Incidents (#/%)	D, V	DW, MW, MA, CTV	Total Net
UC App Incidents (#/%)	D, V	MA, CTV	Total Net
UC Incidents (#/%)	D, V	DW, MW, MA, CTV	Total Net
UC Incremental Blocks	D, V	DW, MW, MA, CTV	Total Net
UC Incremental Incidents	D, V	DW, MW, MA, CTV	Total Net
UC Page Incidents (#/%)	D, V	DW, MW, MA	Total Net
UC Site Incidents (#/%)	D, V	DW, MW	Total Net
Language List Incidents (#/%)	D, V	DW, MW, MA	Total Net
Brand Safe Ads (#/%)	D, V	DW, MW, MA, CTV	Total Net
Share of UC Incidents (%)	D, V	DW, MW, MA, CTV	Total Net
Brand Suitability: Video Filtering			
Brand Safety Floor Filters (#/%)	V	DW, MW, MA, CTV	Total Net
Brand Suitability Filters (#/%)	V	DW, MW, MA, CTV	Total Net
Share of UC Filters (%)	V	DW, MW, MA, CTV	Total Net
UC Incremental Filters	V	DW, MW, MA, CTV	Total Net
Impact to Filter Rate if Added to UC	V	DW, MW, MA, CTV	Total Net
Share of Keyword Filters (%)	V	DW, MW, MA, CTV	Total Net
Custom Category Page Filters (#/%)	V	DW, MW, MA	Total Net
Keyword Filters (#/%)	V	DW, MW, MA, CTV	Total Net
Language List Filters (#/%)	V	DW, MW, MA	Total Net
App Store Category Filters (#/%)	V	MA, CTV	Total Net
New Site Filters (#/%)	V	DW, MW	Total Net
Off App IL Filters (#/%)	V	MA, CTV	Total Net
Off Language IL Filters (#/%)	V	DW, MW, MA	Total Net
Off Site IL Filters (#/%)	V	DW, MW	Total Net
On App EL Filters (#/%)	V	MA, CTV	Total Net
On Language EL Filters (#/%)	V	DW, MW, MA	Total Net
On Site EL Filters (#/%)	V	DW, MW	Total Net
Out of Age Filters (#/%)	V	MA, CTV	Total Net
Out of Star Filters (#/%)	V	MA, CTV	Total Net
Site & App List Filters (#/%)	V	DW, MW, MA, CTV	Total Net
UC App Filters (#/%)	V	MA, CTV	Total Net
UC Filters (#/%)	V	DW, MW, MA, CTV	Total Net
UC Page Filters (#/%)	V	DW, MW, MA	Total Net
UC Site Filters (#/%)	V	DW, MW	Total Net

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
Core: Blocking			
Allowed Ads	D, V	DW, MW, MA, CTV	Total Net
Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
Requests	D, V	DW, MW, MA, CTV	Total Net
Brand Safe Requests	D, V	DW, MW, MA, CTV	Total Net
Brand Suitable Requests	D, V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Free Requests	D, V	DW, MW, MA, CTV	Total Net
Core: Monitoring			
Authentic Ads (#/%)	D, V	DW, MW, MA, CTV	Total Net
Authentic Lift (Increase in Authentic Rate)	D, V	DW, MW, MA, CTV	Total Net
Monitored Ads	D, V	DW, MW, MA	Total Net
Unique Incidents	D, V	DW, MW, MA, CTV	Total Net
Core: Video Filtering			
Allowed Evaluations	V	DW, MW, MA, CTV	Total Net
Evaluations	V	DW, MW, MA, CTV	Total Net
Filters (#/%)	V	DW, MW, MA, CTV	Total Net
Impact on Filter Rate if Added to UC	V	DW, MW, MA, CTV	Total Net
Share of Allowed Evaluations	V	DW, MW, MA, CTV	Total Net
Share of Evaluations	V	DW, MW, MA, CTV	Total Net
Brand Safe Evaluations	V	DW, MW, MA, CTV	Total Net
Brand Suitable Evaluations	V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Free Evaluations	V	DW, MW, MA, CTV	Total Net
Core: Viewability/exposure			
Authentic Viewable Impressions (#/%)	D	DW, MW, MA	Total Net
Authentic Viewable Impressions (#/%)	V	DW, MW, MA, CTV	Total Net
Authentic Custom Viewable (#/%)	D, V	DW, MW, MA	Total Net
Disclosures: IVT			
Blocks for GIVT (#/%)	D, V	DW, MW, MA, CTV	Net
Fraud/SIVT Blocks (#/%)	D, V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Free Ads (#/%)	D, V	DW, MW, MA, CTV	Total Net
Fraud/SIVT Incidents (#/%)	D, V	DW, MW, MA, CTV	Total Net
GIVT Impressions (#/%)	D, V	DW, MW, MA, CTV	Net
Gross Blocking Requests	D, V	DW, MW, MA, CTV	Gross
Gross Impressions	D, V	DW, MW, MA, CTV	Gross
Net Blocking Requests	D, V	DW, MW, MA, CTV	Net
Net Impressions (#/%)	D, V	DW, MW, MA, CTV	Net
Requests Allowed for GIVT	D, V	DW, MW, MA, CTV	Net
Total Calls	D, V	DW, MW, MA, CTV	Gross
Total Net Blocking Requests	D, V	DW, MW, MA, CTV	Total Net
Total Net Impressions	D, V	DW, MW, MA, CTV	Total Net
Disclosures: Viewability/exposure			
Ineligible Impressions	D, V	DW, MW, MA, CTV	Total Net
Measured Impressions (#/%)	D	DW, MW, MA	Total Net

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
Measured Impressions (#/%)	V	DW, MW, MA, CTV	Total Net
Non-Viewable Impression Distribution (%)	D	DW, MW, MA	Total Net
Non-Viewable Impression Distribution (%)	V	DW, MW, MA, CTV	Total Net
Non-Viewable Impressions	D	DW, MW, MA	Total Net
Non-Viewable Impressions	V	DW, MW, MA, CTV	Total Net
Undetermined Impressions	D	DW, MW, MA	Total Net
Undetermined Impressions	V	DW, MW, MA, CTV	Total Net
Undetermined Impressions Distribution (%)	D	DW, MW, MA	Total Net
Undetermined Impressions Distribution (%)	V	DW, MW, MA, CTV	Total Net
Viewable Impression Distribution (%)	D	DW, MW, MA	Total Net
Viewable Impression Distribution (%)	V	DW, MW, MA, CTV	Total Net
IVT: Video Filtering			
Fraud/SIVT Filters (#/%)	V	DW, MW, MA, CTV	Total Net
OnScreen/Exposure			
Average Quartiles Progressed (%)	V	CTV	Total Net
Fully On-Screen Average Quartiles Progressed (%)	V	DW, MW, MA, CTV	Total Net
Fully on-screen Measured impressions	V	CTV	Total Net
Q1 Completed Rate	V	DW, MW, MA, CTV	Total Net
Q1 Fully On-screen Impressions (#/%)	V	CTV	Total Net
Q2 Completed Rate	V	DW, MW, MA, CTV	Total Net
Q2 Fully On-screen Impressions (#/%)	V	CTV	Total Net
Q3 Completed Rate	V	DW, MW, MA, CTV	Total Net
Q3 Fully On-screen Impressions (#/%)	V	CTV	Total Net
Completed Rate	V	DW, MW, MA, CTV	Total Net
Completed Fully On-screen Impressions (#/%)	V	CTV	Total Net
Quartile Completion Measured Impressions (#/%)	V	CTV	Total Net
Viewability/exposure metrics			
50% Display Viewable >15 Secs Rate	D	DW, MW, MA	Total Net
50% Display Viewable 1–15 Secs Rate	D	DW, MW, MA	Total Net
100% Display Viewable Impressions	D, V	DW, MW, MA	Total Net
50% Display Viewable 5–15 Secs Rate	D	DW, MW, MA	Total Net
Audible and In-View on Completion (#/%)	V	DW, MW, MA	Total Net
Audible Viewable Impressions (#/%)	V	DW, MW, MA	Total Net
Audible Viewable Measured (#/%)	V	DW, MW, MA	Total Net
Average Time (s) – Viewable Impressions	D	DW, MW, MA	Total Net
Custom Viewable Impressions (#/%)	D, V	DW, MW, MA	Total Net
Eligible Impressions	D	DW, MW, MA	Total Net
Eligible Impressions	V	DW, MW, MA, CTV	Total Net
Measured Impressions (#/%)	D	DW, MW, MA	Total Net
Measured Impressions (#/%)	V	DW, MW, MA, CTV	Total Net
Total Viewable Time (s)	D	DW, MW, MA	Total Net
Viewable Impressions (#/%)	D	DW, MW, MA	Total Net
Viewable Impressions (#/%)	V	DW, MW, MA, CTV	Total Net

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
Video & CTV			
Authentic Average Quartiles Progressed (%)	V	DW, MW, MA	Total Net
Authentic Fully On-Screen Quartiles Progressed (%)	V	CTV	Total Net
Q1 Authentic Completed Rate	V	DW, MW, MA, CTV	Total Net
Q1 Authentic Fully On-screen Impressions (#/%)	V	CTV	Total Net
Q2 Authentic Completed Rate	V	DW, MW, MA, CTV	Total Net
Q2 Authentic Fully On-screen Impressions (#/%)	V	CTV	Total Net
Q3 Authentic Completed Rate	V	DW, MW, MA, CTV	Total Net
Q3 Authentic Fully On-screen Impressions (#/%)	V	CTV	Total Net
Authentic Completed Rate	V	DW, MW, MA, CTV	Total Net
Authentic Fully On-screen Impressions	V	CTV	Total Net
Q1 Viewable Rate	V	DW, MW, MA	Total Net
Q2 Viewable Rate	V	DW, MW, MA	Total Net
Q3 Viewable Rate	V	DW, MW, MA	Total Net
Q4 Viewable Rate	V	DW, MW, MA	Total Net
100% Viewable Through Q1 Rate	V	DW, MW, MA	Total Net
100% Viewable Through Q2 Rate	V	DW, MW, MA	Total Net
100% Viewable Through Q3 Rate	V	DW, MW, MA	Total Net
100% Viewable Through Q4 Rate	V	DW, MW, MA	Total Net
Q1 Audible Viewable Rate	V	DW, MW, MA	Total Net
Q2 Audible Viewable Rate	V	DW, MW, MA	Total Net
Q3 Audible Viewable Rate	V	DW, MW, MA	Total Net
Q4 Audible Viewable Rate	V	DW, MW, MA	Total Net
Authentic Fully On-Screen Measured Impressions	V	CTV	Total Net
Authentic Completed Fully On-Screen Impressions	V	CTV	Total Net
Meta third-party viewability reporting			
Gross Impressions	D, V	DW, MW, MA	Gross
Net Impressions	D, V	DW, MW, MA	Net
Monitored Impressions	D, V	DW, MW, MA	Net
Eligible Impressions	D, V	DW, MW, MA	Net
Measured Impressions (#/%)	D, V	DW, MW, MA	Net
Viewable Impressions (#/%)	D, V	DW, MW, MA	Net
Non-Viewable Impressions (#)	D, V	DW, MW, MA	Net
Undetermined Impressions (#/%)	D, V	DW, MW, MA	Net
Viewable Impressions Distributions Rate	D, V	DW, MW, MA	Net
Non-Viewable Impression Distribution Rate	D, V	DW, MW, MA	Net
Google ADH YouTube third-party viewability reporting			
Viewability Monitored Impressions (#)	V	DW, MW, MA	Net
Viewable Impressions (#/%)	V	DW, MW, MA	Net
Non-viewable Impressions (#)	V	DW, MW, MA	Net
Undetermined Impressions (#/%)	V	DW, MW, MA	Net
Viewable Impression Distribution Rate (%)	V	DW, MW, MA	Net
Non-viewable Impression Distribution Rate (%)	V	DW, MW, MA	Net

Metric name	Ad format[1]	Accredited Platform[2]	Filtration level
Measured Impressions (#/%)	V	DW, MW, MA	Net
Audible Impressions (#/%)	V	DW, MW, MA	Net
Audible Viewable Impressions (#/%)	V	DW, MW, MA	Net
Gross Impressions (#)	V	DW, MW, MA	Gross
GIVT Impressions (#/%)	V	DW, MW, MA	Net
Net Impressions (#)	V	DW, MW, MA	Net
GroupM Video Passed Impressions (#/%)	V	DW, MW, MA	Net

1: D = Display, V = Video
2: DW = Desktop Web, MW = Mobile Web, MA = Mobile App, CTV = Connected TV

Note: See Languages list for further details on languages submitted for each environment

Property-level Ad Verification - Additional Accredited Languages

Language(s)	Binary Classification	Domain	Page-level	CTV
Afrikaans	X	X		
Albanian	X	X	X	
Amharic	X	X		
Arabic	X	X	X	
Aragonese	X			
Armenian	X	X		
Assamese	X	X		
Asturian	X			
Avaric	X			
Azerbaijani	X	X		
Bashkir	X			
Basque	X	X		
Bavarian	X			
Belarusian	X			
Bengali	X	X	X	
Bihari	X			
Bishnupriya	X			
Bosnian	X	X	X	
Breton	X			
Bulgarian	X	X		
Burmese	X			
Catalan	X	X	X	
Cebuano	X	X		
Central Bikol	X			

Language(s)	Binary Classification	Domain	Page-level	CTV
Central Khmer	X	X		
Central Kurdish	X			
Chavacano	X			
Chechen	X			
Chinese	X	X	X	X
Chuvash	X			
Cornish	X			
Corsican	X	X		
Croatian	X	X	X	
Czech	X	X	X	
Danish	X	X	X	
Dimli (individual language)	X			
Divehi	X			
Dotyali	X			
Dutch	X	X	X	
Eastern Mari	X			
Egyptian Arabic	X	X		
Emiliano-Romagnolo	X			
English	X	X	X	X
Erzya	X			
Esperanto	X	X		
Estonian	X	X	X	
Fiji Hindi	X			
Finnish	X	X	X	
French	X	X	X	
Gaelic	X			
Galician	X	X		
Georgian	X	X		
German	X	X	X	X
Goan Konkani	X			
Greek	X	X	X	
Guarani	X			
Gujarati	X	X		
Haitian	X			
Hausa	X			
Hebrew	X	X		
Hindi	X	X	X	X
Hungarian	X	X	X	
Icelandic	X	X		
Ido	X			
Iloko	X			
Indonesian	X	X	X	

Language(s)	Binary Classification	Domain	Page-level	CTV
Interlingua	X			
Interlingue	X			
Irish	X	X		
Italian	X	X	X	
Japanese	X	X	X	X
Javanese	X			
Kalmyk	X			
Kannada	X	X		
Karachay-Balkar	X			
Kazakh	X	X		
Kirghiz	X			
Komi	X			
Korean	X	X	X	X
Kurdish	X			
Lao	X			
Latin	X	X		
Latvian	X	X	X	
Lezghian	X			
Limburgan	X			
Lithuanian	X	X	X	
Lojban	X			
Lombard	X			
Low German	X	X		
Lower Sorbian	X			
Luxembourgish	X			
Macedonian	X	X		
Maithili	X			
Malagasy	X			
Malay	X	X	X	
Malayalam	X	X		
Maltese	X			
Manx	X			
Marathi	X			
Mazanderani	X			
Minangkabau	X			
Mingrelian	X			
Mirandese	X			
Mongolian	X			
Nahuatl Languages	X			
Neapolitan	X	X		
Nepali	X	X		
Newari	X			

Language(s)	Binary Classification	Domain	Page-level	CTV
Northern Frisian	X			
Northern Luri	X			
Norwegian	X	X	X	
Norwegian Nynorsk	X	X		
Occitan	X			
Oriya	X	X		
Ossetian	X			
Pampanga	X			
Persian	X	X		
Pfaelzisch	X			
Piemontese	X			
Polish	X	X	X	
Portuguese	X	X	X	
Punjabi	X	X		
Pushto	X	X		
Quechua	X			
Romanian	X	X	X	
Romansh	X			
Russia Buriat	X			
Russian	X	X	X	
Rusyn	X			
Sanskrit	X			
Sardinian	X			
Scots	X			
Serbian	X	X	X	
Serbo-Croatian	X	X		
Sicilian	X			
Sindhi	X			
Sinhala	X			
Slovak	X	X	X	
Slovenian	X	X		
Somali	X	X		
South Azerbaijani	X			
Spanish	X	X	X	X
Sundanese	X			
Swahili	X	X		
Swedish	X	X	X	
Tagalog	X	X	X	
Tajik	X			
Tamil	X	X	X	
Tatar	X			
Telugu	X	X		

Language(s)	Binary Classification	Domain	Page-level	CTV
Thai	X	X	X	
Tibetan	X			
Tosk Albanian	X			
Turkish	X	X	X	
Turkmen	X			
Tuvinian	X			
Uighur	X			
Ukrainian	X	X	X	
Upper Sorbian	X			
Urdu	X	X	X	
Uzbek	X	X		
Venetian	X			
Veps	X			
Vietnamese	X	X	X	X
Vlaams	X			
Volapü	X			
Walloon	X			
Waray (Philippines)	X	X		
Welsh	X	X		
Western Frisian	X	X		
Western Mari	X			
Western Panjabi	X			
Yakut	X			
Yiddish	X			
Yoruba	X			
Zulu	X			

Pre-bid product offerings

Pre-bid product offerings	Individual Product	Authentic Brand Suitability	Custom Contextual	Environments
Brand Safety and Suitability	x	x		DW, MW, MA
Fraud/IVT	x	x		DW, MW, MA, CTV
Viewability	x			DW, MW, MA
Fully On-Screen	x			CTV
IAB Contextual Categories	x		x	DW, MW, MA
Contextual In-Market and Events Categories	x		x	DW, MW, MA
Client-Specific Custom Categories		x	x	DW, MW, MA
App Store Categories	x	x	x	MA, CTV
Language Inclusion/Exclusion[3]	x	x	x	DW, MW
Site and App Inclusion/Exclusion		x	x	DW, MW, MA, CTV
URL-Keyword targeting		x	x	DW, MW

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November 22, 2024

Ms. Nicole Priesmeyer
VP, Product Operations
DoubleVerify, Inc.
462 Broadway, New York, NY 10013

Subject: <u>Trustworthy Accountability Group Certified Against Fraud Addendum</u>

Dear Ms. Priesmeyer,

Accreditation of DoubleVerify's Quality Analytics platform for SIVT functionality (Display and Video Impressions in Desktop, Mobile Web, Mobile In-App and Connected TV environments; Display and Video Viewable Impressions and related viewability metrics, GroupM, PMX, Video Audibility, Video Completion and Quartile, and other ancillary metrics in Desktop, Mobile Web and Mobile In-App environments [inclusive of traffic measured through IAB's Tech Lab OM SDK]; Video completion-based metrics [including on-screen metrics], Quartile and Video Viewable Impressions and related viewability metrics within CTV environments; Display and Video Authentic Attention metrics within Desktop, Mobile Web, and Mobile In-App; as referenced in the Accreditation Letter dated November 22, 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 (IVT 2.0)* published by the MRC. Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 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,

George W. Ivie
Executive Director and CEO