



**Media Rating
Council, Inc.**

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March 4, 2025

Ms. Supriya Koul
Program Manager, Reg Affairs
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Dear Ms. Koul:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of the Google Ads Data Hub (ADH) platform (“the Service”) for measurement of Auction (Google Ads and Display & Video 360) and Reservation (YouTube Reserve) In-Stream YouTube and GVP Video Rendered Impressions, Viewability and related metrics, TrueView Views and IVT metrics (generated through the ADH user interface or via ADH API access: BigQuery exported reports) within Desktop, Mobile Web and Mobile In-App, all inclusive of Sophisticated Invalid Traffic (SIVT) filtration, as well as third-party passthrough reporting generated through vendor queries of the ADH platform through ADH API access (excluding reporting of ADH metrics within third-party UIs), and device ID matching mechanism involving joining of Google upstream and non-Google data.

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, 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 *Guidelines Concerning Data Integration*, published by the MRC; the *Display Impression and Video Measurement Guidelines*, and the *Audience Reach Measurement Guidelines*, published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression and Mobile In-App Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Google’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 Google in the years ahead.

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, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)
Fernando Perez (EY)

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

Google ADH platform: Specific Accredited Metrics (platform, filtration level & format)

Accredited metrics include In-Stream YouTube and GVP metrics generated through the ADH user interface or via ADH API access: BigQuery exported reports.

Video metrics within Desktop, Mobile Web and Mobile In-App:

Impressions metrics

- Gross Impressions
- Net Impressions (Net of GIVT)
- Impressions (Total Net of GIVT + SIVT)
- Total Invalid impressions (GIVT + SIVT)

Viewability metrics (Total Net of GIVT+SIVT, unless otherwise noted)

- Measurable Impressions
- Non-measurable Impressions
- Net non-measurable impressions (Net of GIVT)
- Viewable Impressions
- Non-Viewable Impressions
- Net Viewable impressions (Net of GIVT)
- Net Non-Viewable impressions (Net of GIVT)
- Measurable Rate
- Viewable Rate
- Non-measurable Impression Distribution
- Viewable Impression Distribution
- Non-viewable Impression Distribution

TrueView: Views metrics

- Gross TrueView Views
- Net TrueView Views (Net of GIVT)
- TrueView Views (Total Net of GIVT +SIVT)
- Total Invalid TrueView Views (GIVT +SIVT)



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Ms. Supriya Koul
Program Manager, Reg Affairs
Google, Inc.
1600 Amphitheatre Parkway
Mountain View, CA 94043

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Koul:

Accreditation of Google's Ads Data Hub platform for SIVT functionality (Desktop, Mobile Web and Mobile In-App Auction and Reservation Video Rendered Impressions, Viewability and related metrics, IVT metrics and TrueView Views generated through the ADH user interface or via API as well as third-party passthrough vendor reporting of these metrics), as referenced in the Accreditation Letter dated March 4, 2025, 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,

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

George W. Ivie
Executive Director and CEO