



**Media Rating
Council, Inc.**

420 Lexington Avenue
Suite 343
New York, NY 10170

Tel: (212) 972-0300
Fax: (212) 972-2786
www.mediaratingcouncil.org

November 13, 2024

Ms. Lacey Cuttittle
Sr. Solutions Engineer
Hulu, LLC
925 4th Ave S, Suite 1600
Seattle, WA 98104

Dear Ms. Cuttittle,

The Media Rating Council (MRC) Board of Directors has voted in favor continuing accreditation of Hulu for measurement of Display, Rich Media and Video Ads (served) and Video Completions in Desktop, Mobile In-App and Connected TV (CTV, Living Room) environments.

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*, *Rich Media Guidelines* and *Digital Video Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); and (2) 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 Hulu in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie". The signature is written in a cursive, flowing style.

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar (MRC)
Christopher Dahl, Ryan Heller (Deloitte)

Encl: 1 (Specific Accredited Metrics)

Accredited Metrics: Hulu

Desktop, Mobile In-App and CTV (Living Room):

- Impressions (Display, Video and Rich Media; Gross and Net of GIVT)
- Completions (Video; Gross and Net of GIVT)
- Delivered Percent (Display, Video and Rich Media; % Net of GIVT)
- Completion Rate (Video; % Net of GIVT)