



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
Suite 343  
New York, NY 10170

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

March 15, 2024

Mr. Kevin Alvero  
Chief Compliance Officer  
Integral Ad Science  
95 Morton St, FL 8, New York, NY 10014

Dear Mr. Alvero,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation of Integral Ad Science's (IAS) third-party processing and reporting of Google's Ads Data Hub (ADH) measurement data from the Google Ads, Display & Video 360 (DV360) and YouTube Reserve services ("the Service"), specifically for Google YouTube Video Impressions, Viewable Impressions and related viewability metrics in Desktop, Mobile Web and Mobile In-App environments inclusive of General Invalid Traffic Filtration (GIVT). *Note: This accreditation is specifically applicable to the following placements: Google YouTube Skippable in-stream ads, Non-skippable in-stream ads, Standard in-stream, In-stream select and bumper ads. Non-YouTube and all other placements and ad types are outside of the scope of this accreditation submission.*

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 provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Display Impression Guidelines* and *Digital Video 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 IAS' 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 attaining this important Industry standard of quality, and look forward to continuing our work with IAS 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, Gina Coutras (EY)

Encl: 1 (Specific Accredited Metrics)

Accredited Metrics: IAS Google ADH Integration

*Accredited metrics include the following placements within Google YouTube:*

- *Skippable in-stream ads*
- *Non-skippable in-stream ads*
- *Standard in-stream ads*
- *In-stream select and bumper ads*

*Non-YouTube and all other placements and ad types are outside of the scope of this accreditation submission.*

<b>Metrics</b>	<b>Filtration level</b>	<b>Format</b>	<b>Platform</b>
Gross Eligible Impressions	Gross	Video	Desktop, Mobile Web, Mobile In-App
Net Impressions	Net of GIVT	Video	Desktop, Mobile Web, Mobile In-App
Total Net Impressions	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Unmeasured Impressions	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Viewable Rate (out of measured Impressions)	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Not Viewable Impressions	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Not Viewable Rate (out of measured Impressions)	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Viewable Impressions	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Measured Rate (out of Impressions)	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Impression distribution: unmeasured rate	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Impression distribution: viewable rate	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App
Impression distribution: not viewable rate	Net of GIVT+	Video	Desktop, Mobile Web, Mobile In-App

**Note:** Net of GIVT+ filtration level includes some SIVT techniques, but not all SIVT techniques for a “Total Net of SIVT” classification. Therefore, accreditation of these metrics is not considered SIVT accreditation.