



July 9, 2026

Mr. Kevin Alvero
Chief Compliance Officer
Integral Ad Science
12 E 49th St., 28th Floor
New York, NY 10017

Dear Mr. Alvero,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of:

1. Integral Ad Science's (IAS) Campaign Monitor, Firewall and Viewability Systems platform and CTV measurement platform ("the Service") for measurement of:
 - Display and Video Tracked Ads, Impressions, Viewable Impressions and related viewability metrics as well as Quality Ads, all inclusive of SIVT filtration, within Desktop Web, Mobile Web, and Mobile In-App
 - Connected TV Video Tracked Ads, Impressions, Viewable Impressions and related Viewability metrics and SIVT filtration (for certified applications only)
 - Display Blocks within Desktop Web and Mobile Web
2. IAS' third-party processing and reporting of Meta Display and Video Impressions and Viewable impressions and related Viewability metrics within Desktop Web, Mobile Web and Mobile In-App environments, Net of GIVT. *Note: These accredited metrics are specific to Meta placements audited for first-party measurement, which include: Facebook Feed for Display and Video in Desktop Web, Mobile Web and Mobile In-App, Instagram Feed and Stories for Display and Video Mobile In-App and Facebook In-Stream Video for Mobile In-App. This accreditation excludes the following placements: Audience Network; Messenger; Facebook Mobile Video Channel (Video Feed), Stories, Watch, Lite, right Column, Marketplace, Reels, Search Results and Business Explore; Instagram Explore Home, Explore, Reels, Ship, Stream, Search Results.*
3. 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.*

Additionally, the MRC Board of Directors has also voted in favor of granting initial accreditation of IAS for its Pre-bid Optimization Service for Viewability targeting (Viewability segments) and Invalid Traffic (IVT) avoidance (IP and UA based segments, UA only segments and Fraud IP List) for Display and Video within Desktop, Mobile Web, and Mobile In-App.

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)* inclusive of interim guidance published by the MRC; the *Display Impression Guidelines*, *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 Integral Ad Science'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 attaining new accreditation, and look forward to continuing our work with Integral Ad Science in the future.

Sincerely,



George W. Ivie, Executive Director and CEO

Copy to: MRC Digital Committee, MRC Executive Committee
Hannah Bolcar, Shadi Hamdan, Laris Oliveri, Ron Pinelli, Anthony Torrieri, (MRC)
Nick Terlizzi, Madison Gaffney (EY)

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

Accredited Statistics: Integral Ad Science – Campaign Monitor, Firewall and Viewability
Systems and CTV Measurement Platform

IAS Metric Name	Ad Format	Filtration Level	MRC Accredited Platform ^{1,2}
Performance Report			
Total Tracked Ads	Display and Video	Gross	Desktop Web; Mobile Web; Mobile App; Connected TV
Gross Eligible Ads	Display and Video	Gross	Desktop Web; Mobile Web; Mobile App
Net Eligible Ads for Viewability Measurement	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Rate (out of net eligible ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Unmeasured Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Unmeasured Rate (out of net measured ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Viewable Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Net Viewable Rate (out of net measured ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Not Viewable Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Not Viewable Rate (out of net measured ads)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Eligible Ads for Viewability Measurement	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Measured Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Measured Rate (out of ads)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Unmeasured Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Unmeasured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Viewable Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Viewable Rate (out of measured ads)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Not Viewable Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Not Viewable Rate (out of measured ads)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Gross Eligible Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Net Eligible Impressions for Viewability measurement	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Measured Rate (out of net measured impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Net Unmeasured Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Unmeasured Rate (out of net eligible impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Viewable Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Net Viewable Rate (out of net measured impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Net Not Viewable Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Net Not Viewable Rate (out of net measured impressions)	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Total Rendered Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Eligible Impressions for Viewability	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Net Impressions	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Total Net Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Measured Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Measured Rate (out of eligible impressions)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Unmeasured Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Viewable Rate (out of measured impressions)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Not Viewable Impressions	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Not Viewable Rate (out of measured impressions)	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Not Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Measured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Unmeasured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Net Measured Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Ad Distribution: Net Unmeasured Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Ad Distribution: Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Net Ad Distribution: Not Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Impression Distribution: Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected T ¹
Impression Distribution: Not Viewable Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Impression Distribution: Unmeasured Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Impression Distribution: Net Unmeasured Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Impression Distribution: Net Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV

IAS Metric Name	Ad Format	Filtration Level	MRC Accredited Platform ^{1,2}
Performance Report			
Impression Distribution: Net Not Viewable Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App; Connected TV
Eligible Ads for Invalid Traffic Detection	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Invalid Traffic	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Invalid Traffic Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Valid Traffic	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
Valid Traffic Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
General Invalid Traffic (GIVT) Ads	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Sophisticated Invalid Traffic (SIVT) Ads	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
General Invalid Traffic (GIVT) Rate	Display and Video	Net	Desktop Web; Mobile Web; Mobile App
Sophisticated Invalid Traffic Rate	Display and Video	Total Net	Desktop Web; Mobile Web; Mobile App
SSAI Noncompliant Ads	Video	Total Net	Desktop Web; Mobile Web; Mobile App; Connected TV

¹ Mobile application measurement includes OM SDK and MRAID protocols; MRAID impression and Viewability- related metrics (both Impressions-based and Tracked Ads-based) are out of scope of the current engagement.

² Connected Television (TV) metric accreditation applies to video ad formats only

Accredited Statistics: Meta Third-party reporting

IAS Metric Name	Filtration Level ^{1,2}	MRC Accredited Environment ²
Third-party reporting – Meta display metrics		
Performance Report		
Gross Eligible Impressions	Gross	Desktop web, Mobile web, Mobile app
Net Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Total Net Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Not Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Unmeasured Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Viewable Rate (out of measured impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Measured Rate (out of impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Not Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Unmeasured Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Meta Report		
Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Base Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Suspicious (# and %)	N/A	Desktop web, Mobile web, Mobile app
Fully On Screen (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
50% On Screen (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
100% On Screen (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Base 1s Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Duration-Measurable Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Third-party reporting – Meta video metrics		
Performance Report		
Gross Eligible Impressions	Gross	Desktop web, Mobile web, Mobile app
Net Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Total Net Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app

IAS Metric Name	Filtration Level ^{1,2}	MRC Accredited Environment ²
Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Not Viewable Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Unmeasured Impressions	Filtered ¹	Desktop web, Mobile web, Mobile app
Viewable Rate (out of measured impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Measured Rate (out of eligible impressions)	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Not Viewable Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Impression Distribution: Unmeasured Rate	Filtered ¹	Desktop web, Mobile web, Mobile app
Meta Report		
Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Base Impressions (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
>= 2s (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Suspicious (# and %)	N/A	Desktop web, Mobile web, Mobile app
< 2s (# and %)	Filtered ¹	Desktop web, Mobile web, Mobile app
Unplayed (#)	Filtered ¹	Desktop web, Mobile web, Mobile app

¹ Filtered for either Meta-detected IVT or both Meta-detected IVT and IVT identified by an IAS-provided IP list

² Due to the design and limitations imposed by Meta, Integral is unable to perform independent identification and filtration of IVT within their measurement environments. Additionally, Integral does not have access to user/device level data and identifiers, limiting their ability to perform IVT identification and filtration as outlined by the IVT Standards and the SIVT evaluation framework. As a result, Integral's Gross and Net Impressions metrics are both reported with Meta-identified invalid traffic removed, and Total Net removes Integral-identified GIVT and SIVT via application of Integral's Fraud IP list.

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.

Metrics	Filtration level	Format	Platform
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.

Accredited Statistics: Pre-bid Product Offerings

IAS Metric Name	MRC Accredited Environment ²
Pre-bid Product Offerings (Display and Video)	
<i>Viewability</i>	
40/50/60/70% Viewability segments	Desktop web, Mobile web, Mobile app
<i>IVT</i>	
IP & UA based segments	Desktop web, Mobile web, Mobile app
UA only segments	Desktop web, Mobile web, Mobile app
Fraud IP list	Desktop web, Mobile web, Mobile app



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July 9, 2026

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

Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Mr. Alvero,

Accreditation of Integral Ad Science's Campaign Monitor, Firewall and Viewability Systems platform for SIVT functionality (Display and Video Tracked Ads, Served Impressions, Viewable Impressions and Viewability related metric and Quality Ads metrics in Desktop Web, Mobile Web and Mobile In-App and Video Tracked Ads, Served Impressions, Viewable Impressions and Viewability related metrics within Connected TV), as referenced in the Accreditation Letter dated July 9, 2026, 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 (version 2.0)*, inclusive of interim guidance, published by the MRC. Compliance with the *Invalid Traffic Detection and Filtration Standards Addendum (version 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, appearing to read "George W. Ivie", written in a cursive, flowing style.

George W. Ivie
Executive Director and CEO