



**Media Rating  
Council, Inc.**

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October 14, 2022

Dennis Buchheim  
VP, Science & Ecosystem  
Meta Platforms, Inc.  
1101 Dexter Ave. North  
Seattle, WA 98109

Dear Mr. Buchheim:

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation of Meta's *Partner Monetization Policies*, *Content Monetization Policies* and associated Content-level Brand Safety and suitability controls (inclusive of Inventory Filter and Placement Opt-out controls) applied to Facebook In-Stream Video and Instant Articles (IA) in Desktop, Mobile Web and Mobile In-App.

*Note: In-Stream video accreditation applies to 26 specific languages: Arabic, Bengali, Chinese, Dutch, English, French, German, Hindi, Indonesian, Italian, Kannada, Korean, Malay, Malayalam, Marathi, Polish, Portuguese, Punjabi, Spanish, Swedish, Tagalog, Tamil, Telugu, Thai, Turkish, Vietnamese. IA accreditation applies to 8 specific languages: English, Chinese, Spanish, Thai, Vietnamese, German, French, Portuguese. English translation as well as Facebook Feed and Instagram are excluded from this accreditation.*

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the *Enhanced Content Level Context and Brand Safety Guidelines* and the Business Partner Qualification requirements of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Ad Verification Guidelines* published by the Interactive Advertising Bureau (IAB); (2) the procedures described in Meta'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 achieving this important Industry standard of quality, and we look forward to continuing our work with you 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, David Gunzerath, Ron Pinelli, Laris Oliveri (MRC)  
Nick Terlizzi, Ryan Tate (EY)