



**Media Rating  
Council, Inc.**

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January 31, 2025

Ms. Smriti Das  
Senior Program Manager  
Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052-6399

Dear Ms. Das:

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Microsoft Advertising (“the Service”) for measurement of Desktop and Mobile Web Paid Search Clicks and Sophisticated Invalid Traffic (SIVT) functionality applied to them.

Accreditation indicates that the Measurement Statistic reported for the Service complies with: (1) the *Minimum Standards for Media Rating Research* and the General and Sophisticated Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Click Measurement and Mobile Web Impression Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); 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 Microsoft 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)  
Christopher Dahl, Brent Hunt (Deloitte)

Encl: 1 Trustworthy Accountability Group Certified Against Fraud Addendum



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Subject: Trustworthy Accountability Group Certified Against Fraud Addendum

Dear Ms. Das:

Accreditation of Microsoft Advertising for SIVT functionality (Desktop and Mobile Web Paid Search Clicks); as referenced in the Accreditation Letter dated January 31, 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 (version 2.0)* 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 2.0 Section 4.2)
- Data Center IP list filtering (Known Data Center Traffic per MRC IVT 2.0 Section 4.2)

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