



**Media Rating
Council, Inc.**

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November 15, 2024

Ms. Catherine D'Amato
Vice President Compliance
Extreme Reach, Inc.
1633 Broadway
New York, New York, 10019

Dear Ms. D'Amato,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of XR (Formerly Extreme Reach's AdBridge platform, "the Service") covering measurement of Desktop, Mobile Web, Mobile In-App and Connected TV (CTV) Served Video Impressions and Video Play Events.

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* 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 XR'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 look forward to continuing our work with Extreme Reach 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, Hannah Bolcar, Ron Pinelli, Laris Oliveri (MRC)
Joe Bailey (EY)

Encl: 1 (Specific Accredited Statistics)

Accredited Statistics: XR (formerly Extreme Reach)

Desktop, Mobile Web, Mobile In-App and CTV (Gross and Net of GIVT):

- Video Impressions (served)
- Video Play Events (Completions, Completion % [25, 50 and 75], and Completion Rate)