



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
Suite 343  
New York, NY 10170

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

September 27, 2021

Mr. John Rosso  
President, Market Development  
Triton Digital  
321 W 44th Street, Suite 510  
New York, NY 10036

Dear Mr. Rosso,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting accreditation of formerly suspended aspects of Triton Digital's Webcast Metrics product (the Service) for the specific metrics noted on the following page.

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the *Digital Audio Measurement Standards* and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)* published by the MRC as well as the *Mobile Application Advertising Measurement Guidelines* published by the Interactive Advertising Bureau (IAB), Mobile Marketing Association (MMA) and MRC; (2) the procedures described in Triton Digital'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 look forward to continuing our work with Triton Digital in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie  
Executive Director and CEO

Copy to: Nicole Kuntz (Triton Digital)  
MRC Digital Committee  
MRC Radio Committee  
MRC Executive Committee  
Anthony Torrieri, David Gunzerath, Ron Pinelli, Laris Oliveri (MRC)  
Nick Terlizzi, Ryan Tate (EY)

Encl: 1 (Specific Accredited Statistics)

Triton Digital Media: Specific Metrics for which Accreditation is Granted:

Webcast Metrics for Desktop and Mobile Web for Certified Publishers Only (Excludes In-App traffic, Smart Speakers and Un-Certified Publisher measurement)

- Total Listening Hours (TLH): Gross and Net of GIVT
- Active Sessions (AS): Gross and Net of GIVT
- Sessions Started (SS)
- Average Active Sessions (AAS)
- Average Time Spent Listening (ATSL)