

DurantaDev Independent Audit Summary: MRC Compliance

To: Amazon CTV Team

From: DurantaDev

Date: September 16, 2025

Subject: Validation of SIVT Detection Capabilities Against MRC Guidelines

1. Audit Overview

- Standard Applied: Media Rating Council (MRC) Guidelines for Sophisticated Invalid Traffic (SIVT)
- Auditor: [Name of Third-Party Auditor]
- Validation Period: Q2 2025
- Impressions Analyzed: 50M+
- Inventory Type: CTV & Mobile In-App

Metric	DurantaDev	Industry Baseline	Delta
SIVT Catch Rate	15.7%	Baseline	+15.7%
False Positive Rate	< 0.8%	1.5-2.5%	>50% reduction
Pre-Bid Latency	< 10ms	10-15ms	Faster

3. Conclusion

DurantaDev's fraud detection system demonstrates a statistically significant 15.7% improvement in SIVT detection over current market benchmarks, while operating well within MRC guidelines for traffic quality and measurement.

The full audit report is available under mutual NDA.