

**JIC|WEBS**

**Trusted** Digital Ad Trading  
2018



**Richard Foan, Chairman, JICWEBS**



Debate Define Deliver

JIC WEBS





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JIC WEBS



# Joint Industry Committee for WEB Standards

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JICWEBS' purpose is to deliver trust in the digital ad trading market

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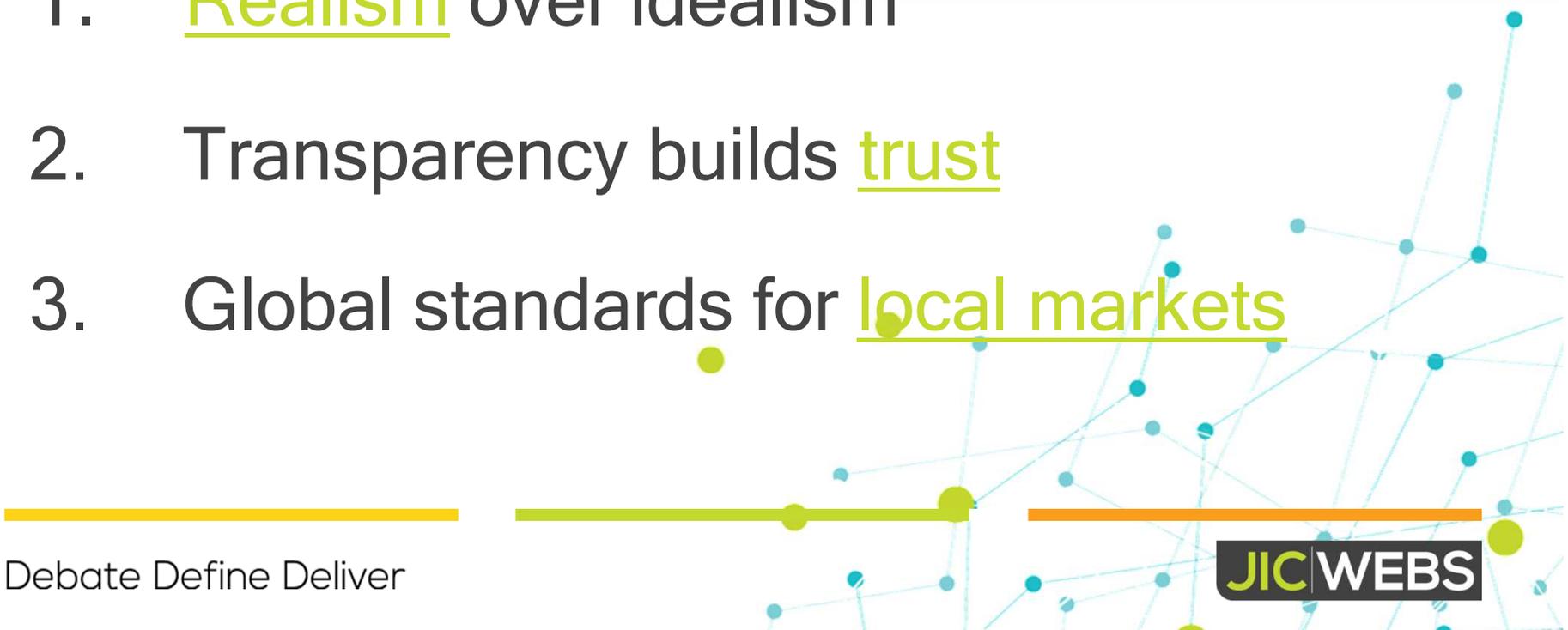
# JICWEBS past, present & future

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1. Realism over idealism
2. Transparency builds trust
3. Global standards for local markets

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# Group structure and reporting

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# JICWEBS Viewability Principles

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Move to trade on  
'Viewable Impressions'  
(rather than 'Served Impressions')

How do I know HOW each product  
works when measuring viewability?

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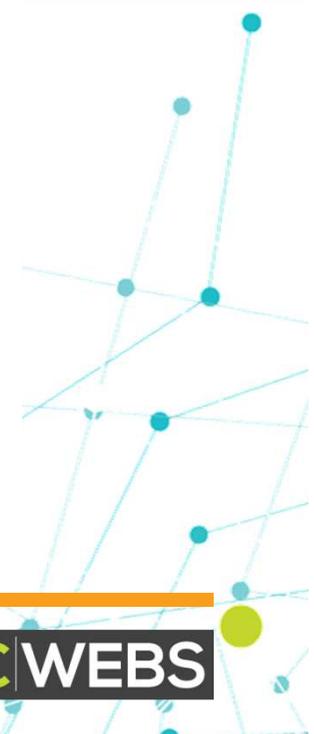
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The JICWEBS logo consists of the letters 'JIC' in a bold, sans-serif font, followed by a vertical bar, and then the letters 'WEBS' in a similar bold, sans-serif font. The logo is positioned in the bottom right corner of the slide, overlaid on a background of a network diagram with blue nodes and lines.

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# Viewability, what's next?

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# www.abc.org.uk/viewability



**Viewability Certification**  
Promoting transparency in viewability measurement

March 2018  
www.abc.org.uk/viewability

In association with:  
**JIC WEBS**

PRODUCT DISCLOSURES AND FEATURES								
Product	Ad Format	JICWEBS Principles				Content formats supported	Viewable Impression Thresholds Supported	
		(1.3) The Product must take time measurements at a defined minimum frequency. The industry recommendation for banner content is once every 100 milliseconds and for video it's once every 200 milliseconds. If the product takes time measurements less frequently than the above, this is allowed but must be disclosed.	(2.2) Are there any scenarios where modelling is used to estimate viewability instead of the product measuring it directly?	(2.3) Are any user initiated actions, such as clicks, used as a proxy for viewability? If yes, explain the steps taken to ensure that counting such actions does not inflate counts.	(3) Is the content, container or the video player measured?			(4) At what point does the measurement of viewability occur in relation to the content rendering, i.e. whether pre, during or post delivery of the content creative?
<b>admetrics</b> Viewability Tracking	Desktop Banner	Every 100 milliseconds	None used	None used	The content or the container, depending on configuration	Measurement is determined either pre, during or post delivery of the content creative depending on configuration	Standard and large banners	Any combination of area and time thresholds
<b>COMSCORE</b> vCE Validation	Desktop Banner	Every 200 milliseconds	None used	None used	The content	Measurement is determined post delivery of the content creative	Standard and large banners	Any combination of area and time thresholds
<b>COMSCORE</b> vCE Validation	Desktop Video	Every 200 milliseconds	None used	None used	The content	Measurement is determined during delivery of the content creative	Video (Flash/HTML5)	Any combination of area and time thresholds
<b>DMA INSTITUTE</b> DigitalMAI™ Visibility	Desktop Banner	Every 100 milliseconds	None used	None used	The content or the container, depending on configuration	Measurement is determined pre or post delivery of the content creative, depending on configuration	Standard and large banners	Pre-defined area thresholds (at 30% and 50%), combined with any time threshold
<b>DV</b> IO Viewability Advanced	Desktop Banner	Every 100 milliseconds	None used	None used	The content	Measurement is determined post delivery of the content creative	Standard and large banners	Any combination of area and time thresholds, starting at 50% (standard) or 30% (large) for 1 second
<b>IAS Integral Ad Science</b> Verification	Desktop Banner	Every 100 milliseconds	None used	None used	The content	Measurement is determined either pre, during or post delivery of the content creative, depending on configuration	Standard and large banners	Any combination of area and time thresholds

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[www.abc.org.uk/viewability](http://www.abc.org.uk/viewability) 

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**admetrics**



MOAT



**IAS** Integral  
Ad Science

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The logo for JIC WEBS, with "JIC" in a green font and "WEBS" in a white font inside a black rounded rectangle.

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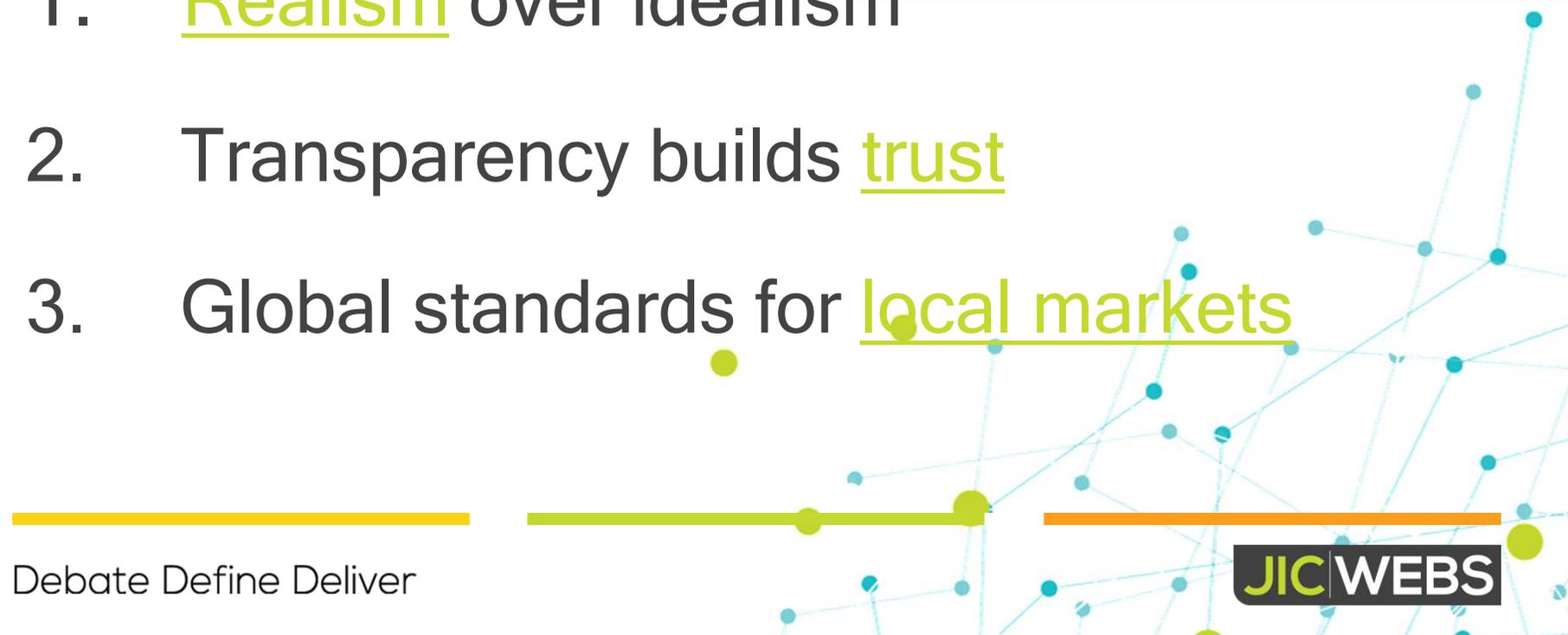
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The background of the slide is a teal color with a network diagram. The diagram consists of white dots connected by thin white lines, forming a complex web. A few dots are highlighted in yellow. In the top right corner, there is a dark grey rectangular box containing the text 'JIC|WEBS'.

**JIC|WEBS**

**Thank you!**

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