



Trusted Digital Ad Trading 2018



Richard Foan, Chairman, JICWEBS



Debate Define Deliver

JIC WEBS





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Joint Industry Committee for WEB Standards



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

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JICWEBS past, present & future

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

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Group structure and reporting



JICWEBS Viewability Principles



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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The JICWEBS logo, featuring the text "JICWEBS" in a bold, sans-serif font. The "JIC" is in green and the "WEBS" is in white, all contained within a black rectangular box. The logo is positioned in the bottom right corner of the slide, overlaid on a background of light blue lines and dots.

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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								
		JIC WEBS Principles						
Product	Ad Format	(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?	Content formats supported	Viewable Impression Thresholds Supported
admetrics Viewability Tracking	Desktop Banner	Every 80 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
COMSCORE 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
	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
DMA INSTITUTE 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
DV Durability 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
IAS Integral Ad Science 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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admetrics



MOAT



IAS Integral
Ad Science

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Thank you!

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