



# European Viewability Initiative - Driving Quality Standards in Europe

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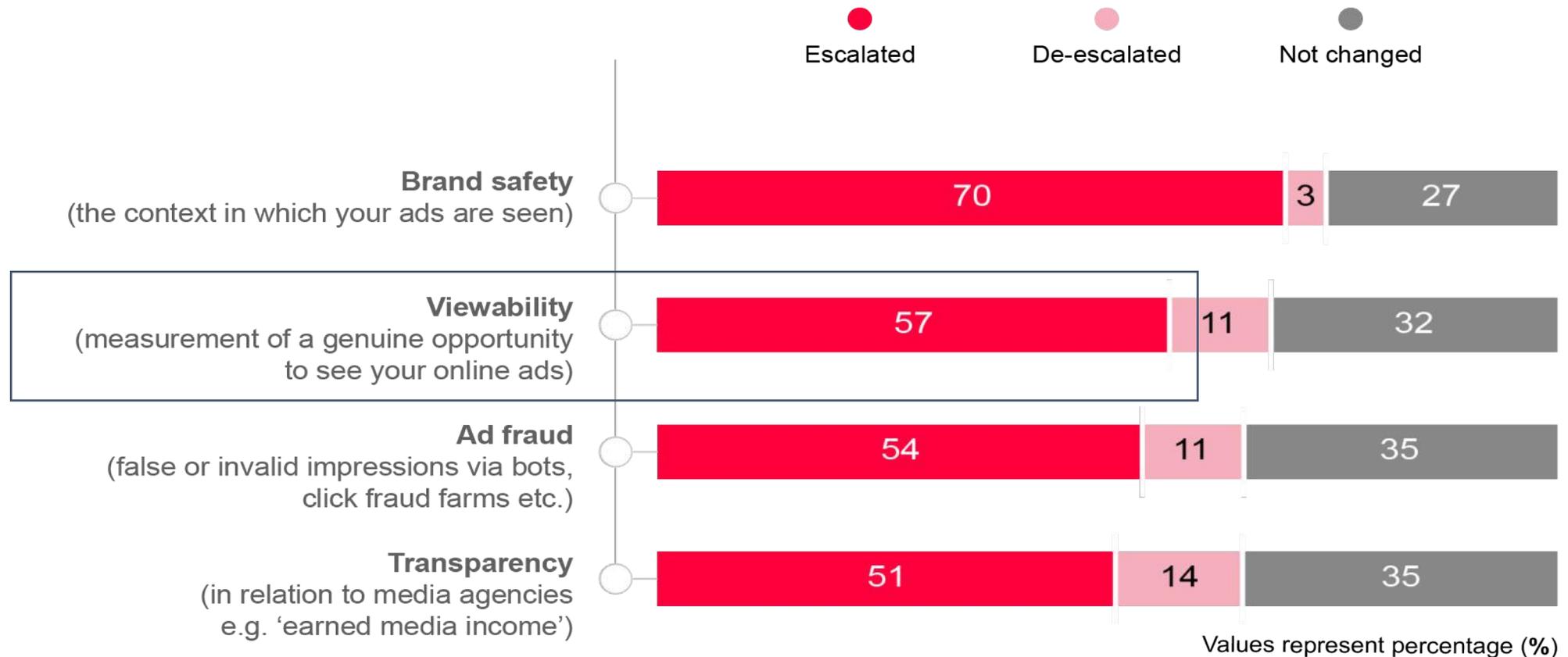
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# Today's agenda

- Background and context
- Mission and macro goals
- Core objectives
- Structure and consultative groups
- Benefits for markets of single standard and certification
- Initiative status
- Framework and seal
- Wider digital ad market context
- Summary

# Background and context: Viewability remains very important

**WFA Members:** Has this **escalated**, de-escalated or not changed in priority over the **past 12 months**?



Source: WFA member online research. Base: 35 companies. May 2017

## **OUR MISSION**

To ensure that harmonised best practice standards and guidelines are applied to the measurement and trading of viewable digital advertising across all markets in Europe.

## **MACRO GOALS**

### **1. RAISE MINIMUM QUALITY STANDARDS**

in digital advertising measurement for all stakeholders across Europe

### **2. ENHANCE THE (INTERNET) USER EXPERIENCE**

in the context of changing user expectations

### **3. MEASURE DIGITAL AD EXPOSURE**

which is deemed a key step towards increasing confidence in digital ad trading

### **4. IMPROVE CONFIDENCE**

in the digital ad environment

## Phase 1

1. **Set of principles to reduce measurement discrepancies** between viewability measurement providers across Europe
2. **Develop a pan-European viewability certification framework** to ensure viewability measurement providers are meeting the agreed set of European principles (see point 1) in terms of their measurement tools used

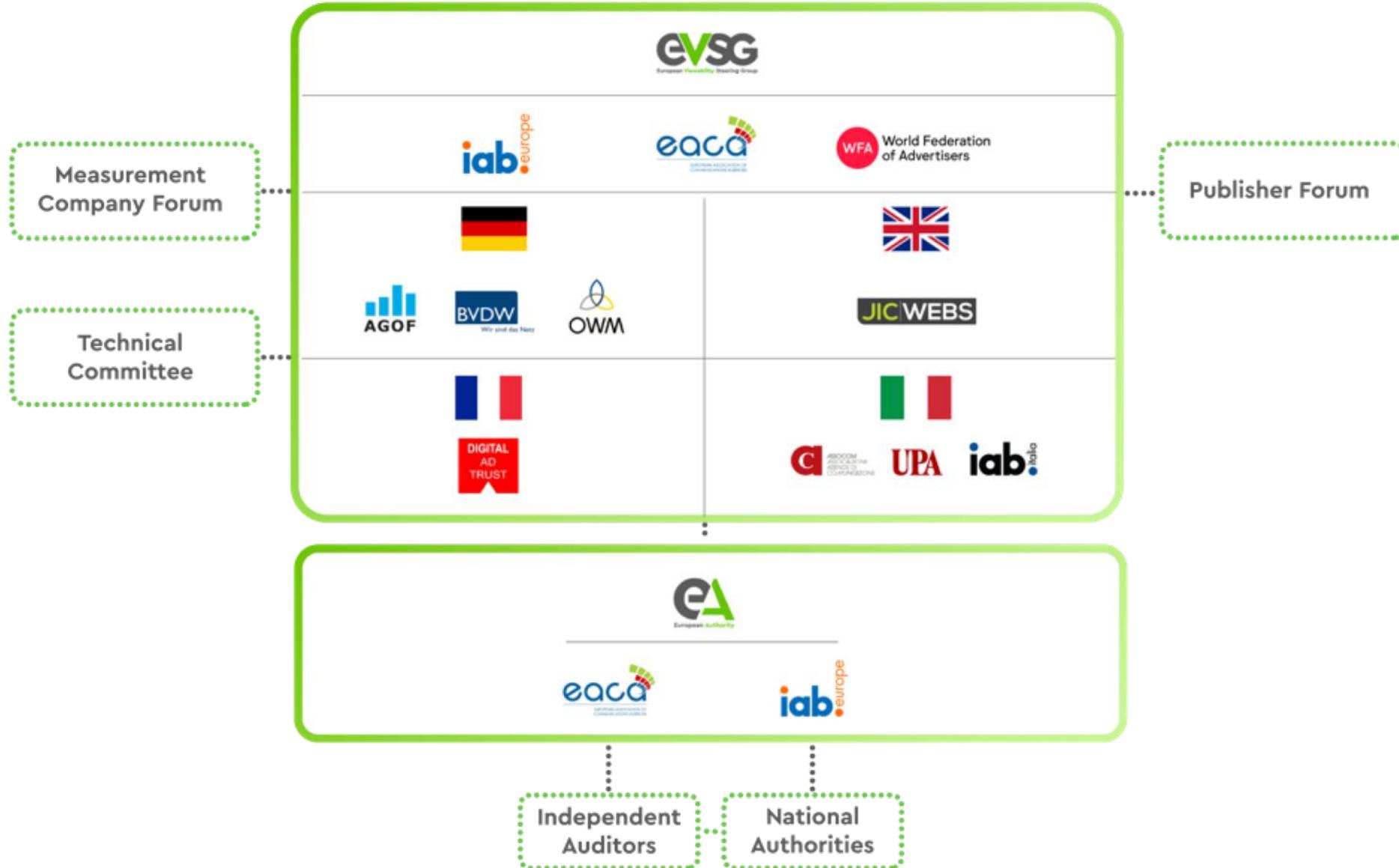
## Phase 2

3. **Evolve guidelines** for defining a viewable impression based on space / time for which ads will be considered 'viewable'

# The EVSG Founders



# Our organisational structure



# Consultative groups

## **IAB Europe groups:**

- Brand Advertising Committee (national IABs and IAB US input here)
- IAB Europe Quality Task Force and local market viewability working groups
- IAB Europe member viewability suppliers

## **WFA groups:**

- National advertiser associations
- Advertiser members

**Consultation on  
the principles,  
process features  
and framework  
structure**

## **EACA groups:**

- National agency associations
- Agency group members

## **Other groups:**

- Other industry associations – ENPA, EMMA etc.
- Auditors e.g. ABCs, CESP, IVW
- European Digital JICs and Measurement Organisations
- Non-European Measurement Organisations – Media Ratings Council (MRC)

# Benefits to markets of single set of principles and certification

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- Raise minimum quality standards
- Bring harmonisation to the market
- Flexible framework
  - Varied market characteristics
  - Varied viewability trading practices
  - Different stages of development
- Brings European markets together to highlight European delivery of best practice
- Takes the work of multiple stakeholders to a global stage

## **Phase 1**

### **1. Created the right organisational structure**

to shape the overall direction and areas of focus

### **2. Created the first set of European Measurement Principles**

designed to help significantly reduce measurement discrepancies (and ensure results are comparable) across different viewability tools across the region

### **3. Developed European Viewability Certification Framework and Seal**

to ensure viewability tools meet the agreed standards outlined within the European Principles - underpinned by a consistent, independent audit process.

### **4. Devised an appropriate auditor RFP**

to identify and appoint suitable auditor/s to undertake necessary audits and add independent credibility to the certification/seal

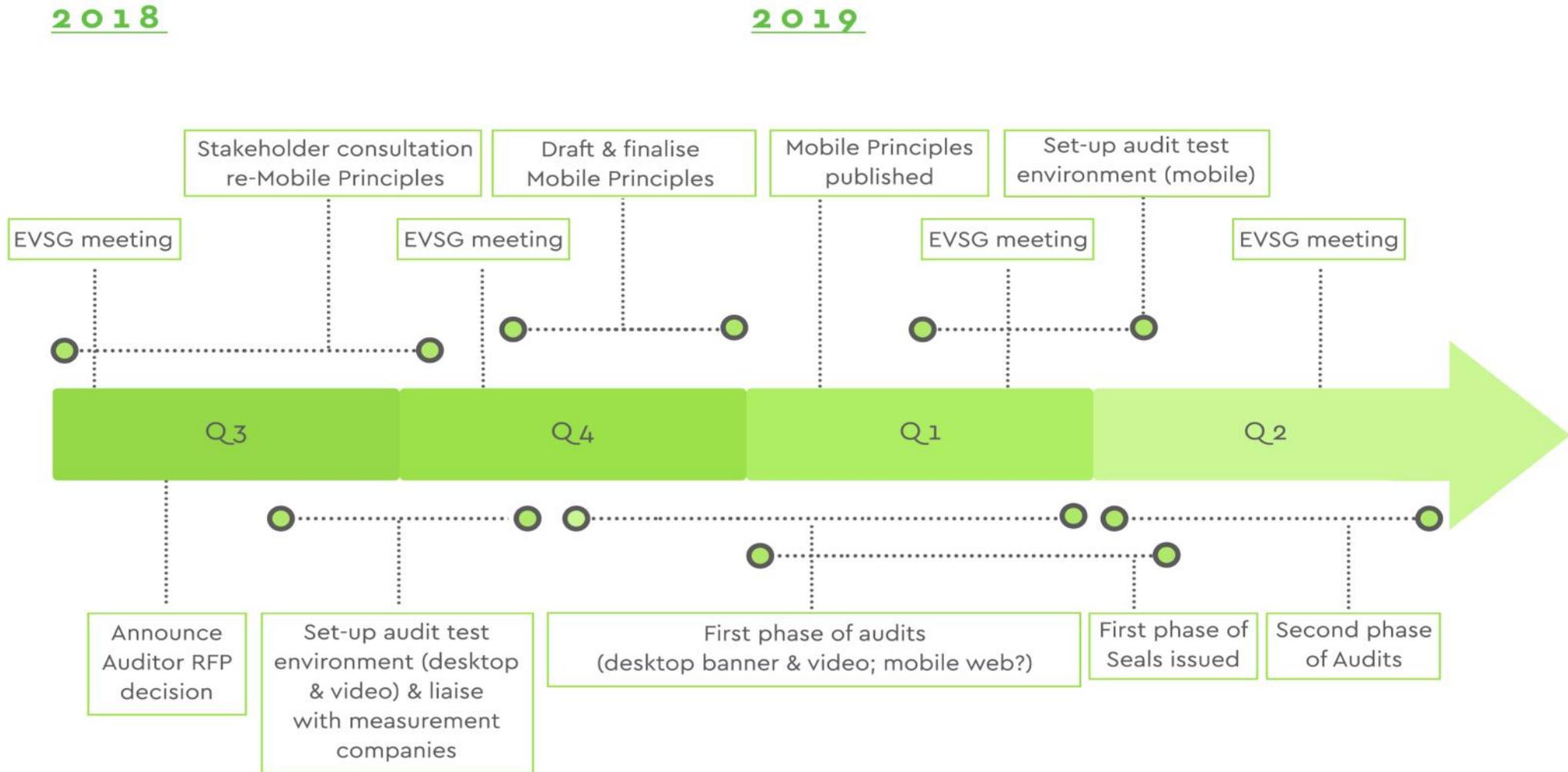
### **5. Appointed auditors in 3 markets, creating tests**

this is the focus of the European Authority in 2018-9

# Certification Framework and Seal



# H2 2018 – H1 2019 timeline



# Wider digital ad market challenges



- Driving harmonised quality standards for the European market
- Collaborating with relevant stakeholders
- Contributes to the demand for comparability with TV
- Supporting National markets

A close-up, artistic photograph of a human eye. The iris is a light, hazy blue color and contains a clear reflection of a landscape, possibly a body of water and distant hills. The eye is looking slightly to the right. The eyelashes are dark and well-defined. The skin around the eye is a soft, natural tone.

Thank You

# Contacts

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