

European Viewability Initiative - Driving Quality Standards in Europe

Alison Fennah
Executive Business Advisor
IAB Europe

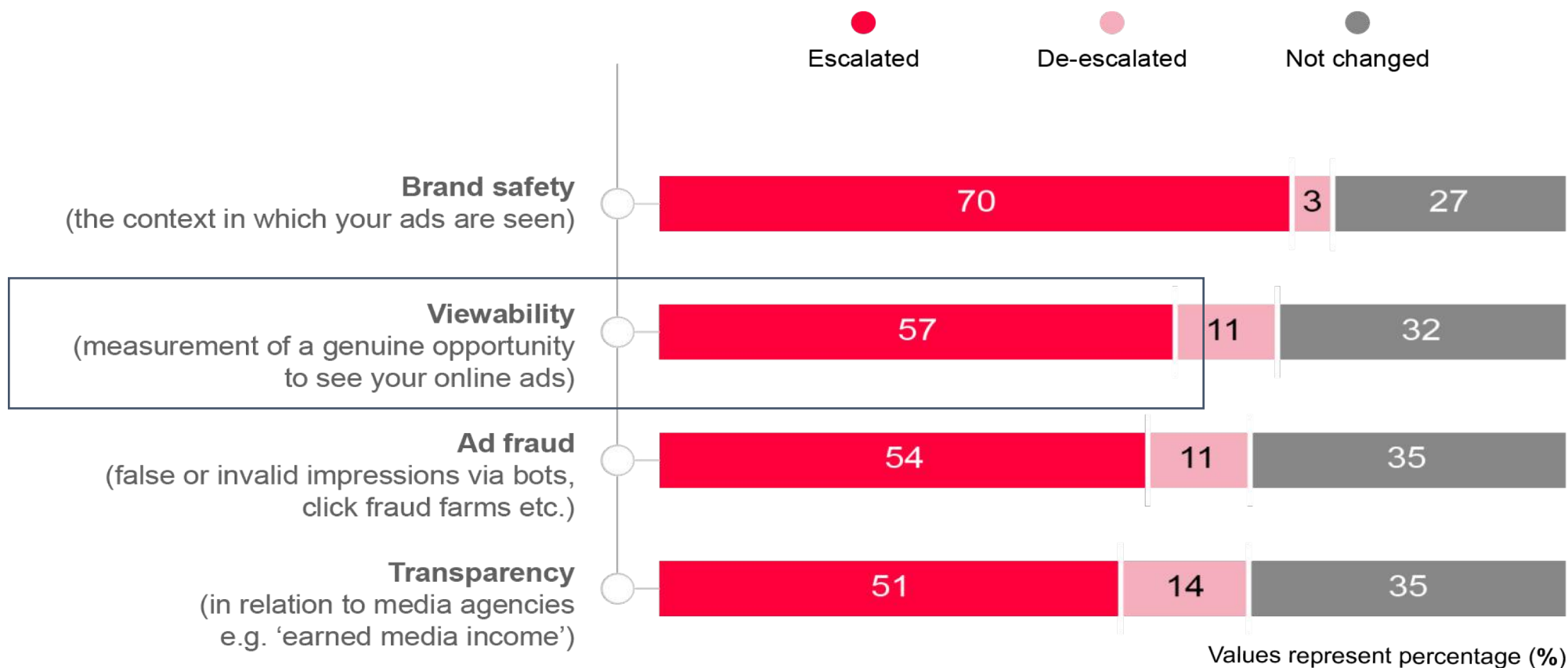
October 15th, 2018

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

EACA groups:

- National agency associations
- Agency group members

Consultation on the principles, process features and framework structure

WFA groups:

- National advertiser associations
- Advertiser 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

- 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

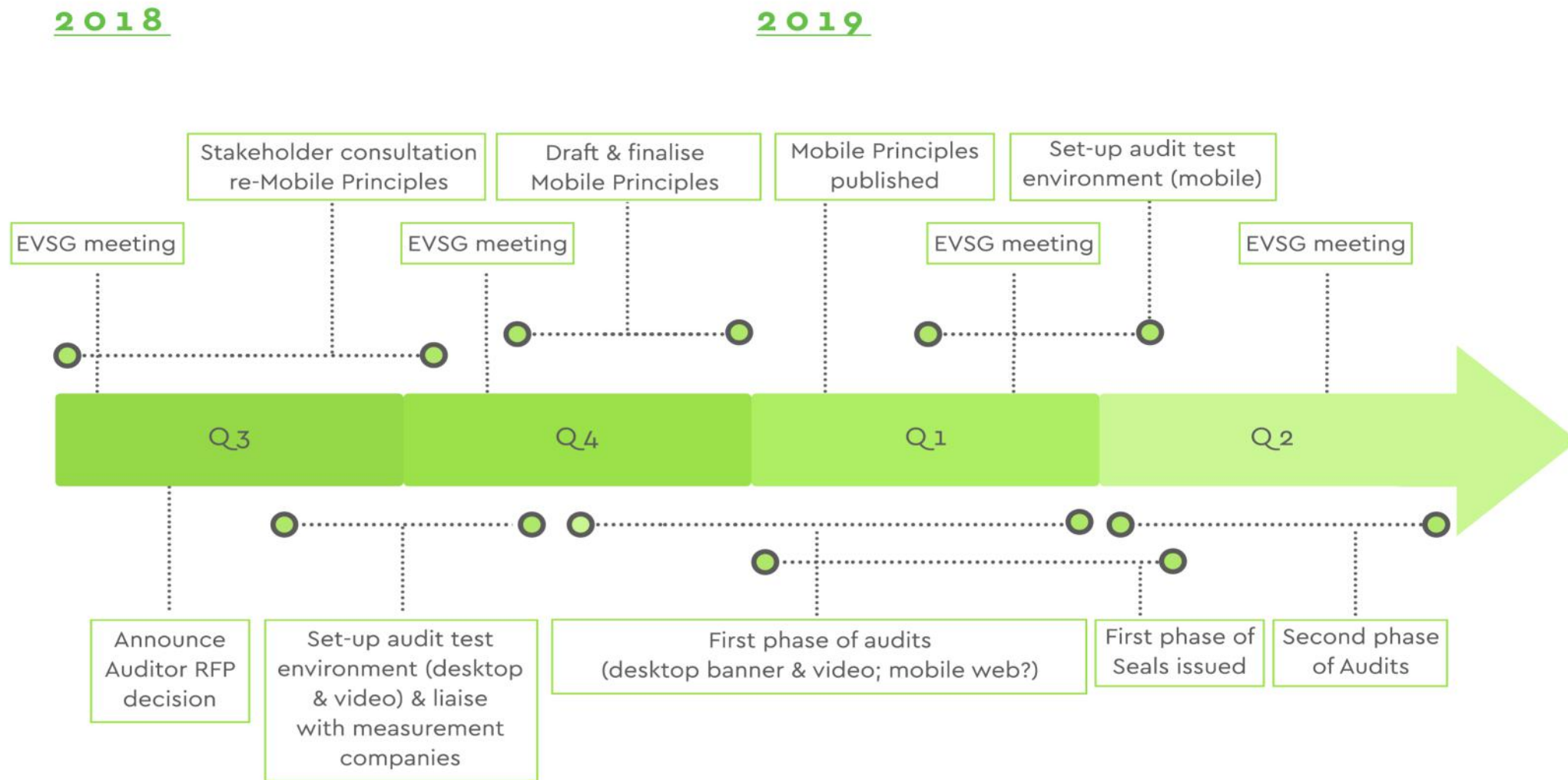
5. Appointed auditors in 3 markets, creating tests

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

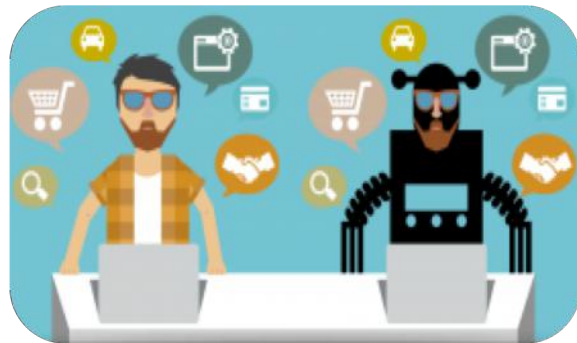
Certification Framework and Seal



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



Thank You

Contacts

Alison Fennah
Executive Business Advisor
IAB Europe
fennah@iabeurope.eu

Jon Chase
Chair of the Media Agencies Council EACA
jon.chase@eaca.eu

Rob Dreblow
Global Head of Marketing Services
WFA
r.dreblow@wfanet.org