JICWEBS

Joint Industry Committee for Web Standards

JICWEBS

Product Principles

Viewability Products

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JICWEBS Viewability Product Principles

This document sets out the principles that have been approved by JICWEBS. The principles have been developed following research and consultation with media owners, technology suppliers and other industry bodies.

Note: These principles are not specific metrics but designed to be compatible with viewability metrics that may be agreed by the industry in due course. Principles are set out below in **bold** with supplementary information in *italics*.

1. **Percentage viewable when served:**
   Can the product measure what % (in whole percentages) of the content's area was in view at the time of measurement? Could the content ever be seen?

2. **Average percentage viewable over a defined measurement period (e.g. hour, day, week):**
   Can the product measure what % of the content space was in view over how long? This average should be measured in units of whole seconds, during which the content must be continuously viewable. A minimum "opportunity to see" should include thresholds on both continuous time and % of content area. Optionally, the product may also report on cumulative viewability.

3. **Standard measurement language:**
   Can the product report on just variable 1 or both variables 1 and 2 above?

4. **Measurement and asset render requirements:**
   Where this can be determined the testing programme must make clear at what point the measurement of viewability occurs in relation to asset render, i.e. whether pre, during or post delivery of the content creative. If this cannot be determined that fact will be clearly stated. It is recognised that Flash content, may take a comparatively long time to render in a browser.

The ultimate objective of ABC's test programme is to verify whether a product is capable of counting "viewable impressions" in relation to the above principles. For this purpose:

- *Capable* is defined as once configured; the product consistently measures and reports as declared under a variety of scenarios during the period of testing in the test environment.
- *Render* is defined as the point at which the creative message is available to view, following the principle of 'opportunity to see'.

ABC Test Programme Caveats

- Testing takes place in a 'laboratory' environment. Volumes of testing may not match real world conditions.
- Issues of latency may affect exact timing of tests.
- The tests do not currently test any aspect or functionality of IAB SafeFrames except in so far as these may be used by the technology provider in the content tags provided to ABC.