



Joint Industry Committee for Web Standards

**JICWEBS**

# Reporting Standards

AV / Ad Web Traffic

Version 2 Issued November 2015

# CONTENTS

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<b>Section</b>		<b>Page</b>
<b>A</b>	<b>Introduction</b>	<b>2</b>
<b>B</b>	<b>Certification</b>	<b>3</b>
	<b>Reported Data</b>	
	B1. You must report traffic for a defined Reporting Period	3
	B2. You must report the mandatory metrics	3
	B3. You may report optional metrics	4
	B4. You may report analyses or breakouts of metrics	4
	B5. You must report the claimed inventory	4
	B6. You must report a product name	5
	B7. You may include other information	5
	B8. A statement of the auditor's opinion will be included	5
	<b>Capability Reporting</b>	
	B9. The capability of a product or service to supply an output in accordance with the AV/Ad Web Traffic Standards can be reported	5
<b>C</b>	<b>General Principles</b>	<b>6</b>
	C1. Traffic must comply with the Reporting Standards	6
	C2. Traffic must be human-initiated and the associated content is intended to be seen by the user	6
	C3. Evidence to support the claim must be retained and available for a minimum period.	7
	<b>AV/Ad Metrics</b>	<b>9</b>
	Appendix 1 Metric definitions	10
	Appendix 2 Metric definitions – guidance	13

## SECTION A: INTRODUCTION

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This document contains the JICWEBS Reporting Standards for AV and Ad Web Traffic. As Reporting Standards are updated periodically, please check the website [www.jicwebs.org](http://www.jicwebs.org) to ensure you are using the latest applicable standards.

The metric definitions included in these Standards, specific to the industry in the UK and Ireland, are controlled and developed by JICWEBS, the Joint Industry Committee for Web Standards [www.jicwebs.org](http://www.jicwebs.org). Reporting in accordance with these Standards must be via ABC, the approved certification provider.

Other Web Traffic metrics referred to and not listed in the appendix are controlled and developed by ABC. These definitions, for example, for Unique Browser, Page Impression etc can be found on the ABC Standards site [www.abcstandards.org.uk](http://www.abcstandards.org.uk).

## SECTION B: CERTIFICATION

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### INTRODUCTION

This section sets out the requirements in relation to certification.

### PRINCIPLES

#### REPORTED DATA

- B1. You must report traffic for a defined Reporting Period**
- B2. You must report the mandatory metrics**
- B3. You may report optional metrics**
- B4. You may report analyses or breakouts of metrics**
- B5. You must report the claimed inventory**
- B6. You must report a product name**
- B7. You may include other information**
- B8. A statement of the auditor's opinion will be included**

#### CAPABILITY REPORTING

- B9. The capability of a product or service to supply an output in accordance with the AV/Ad Web Traffic Standards can be reported**

### REQUIREMENTS

#### REPORTED DATA

##### **B1. You must report traffic for a defined Reporting Period**

- a) You will report traffic generated in a defined Reporting Period.
- b) The Reporting Period must be a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12).

##### **B2. You must report the mandatory metrics**

- a) If you are reporting any AV metrics the mandatory metric you must also report is AV Unique Browsers (unless you choose to report Unique Browsers – see ABC Reporting Standards), as follows:
  - i) The average of the Daily AV Unique Browsers (or Daily Unique Browsers) in the Reporting Period.
  - ii) Daily AV Unique Browsers (or Daily Unique Browsers) for each day in the Reporting Period.

## SECTION B: CERTIFICATION

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- b) If you are reporting any Ad metrics the mandatory metric you must also reports is Ad Unique Browsers (unless you choose to report Unique Browsers – see ABC Reporting Standards), as follows:
  - i) The average of the Daily Ad Unique Browsers (or Daily Unique Browsers) in the Reporting Period
  - ii) Daily Ad Unique Browsers (or Daily Unique Browsers) for each day in the Reporting Period.

### **B3. You may report optional metrics**

- a) You can additionally report any agreed metrics listed in the Appendix.
  - i) The metric may be reported on a specific basis such as:
    - Selected days, weeks or months
    - A daily, weekly or monthly average
  - ii) You can report an App specific metric of any appropriate agreed metric in the Appendix. *For example: As Interactive TV Impressions is an agreed metric you can optionally report App Interactive TV Impressions.*
  - iii) You must report a breakout of automatically refreshed content where this forms 5% or more of the metric certified. *For example: If Interactive TV Impressions are certified and automated Interactive TV Impressions exceed 5% of the total then the automated figure must be reported.*

Note: You must use the same method of identifying AV/Ad Unique Browsers for all metrics certified during the Reporting Period (as per ABC Reporting Standard Unique Browser definition).

### **B4. You may report analyses or breakouts of metrics**

- a) You may additionally report a geographical analysis of a metric total.
  - i) You may select the level of detail to which you analyse. *For example: by country, world region etc.*
- b) You may additionally report a breakout from a metric total for a sub-set of inventory. *For example for a specific site area (a domain or set of domains), App or Section such as 'jobs'.*
  - i) A Section is defined as a specific set of domains, sub-domains or URLs, with a common type of content.
    - The description of the section must reasonably cover the content of the inventory grouped within it.
    - Any one URL can only be reported in one section.

## **SECTION B: CERTIFICATION**

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### **B5. You must report the claimed inventory**

- a) You must report a domain/inventory listing of those domains, URLs or content identifiers (e.g. Apps) that cover at least the top 95% of the total Page Impressions relating to the relevant Unique Browsers being certified.
- b) If you report a metric breakout that is a set of domains or sections then you must report a domain/inventory listing for that breakout.

### **B6. You must report a product name**

- a) You must specify the product name you wish to appear on the certificate.
  - i) If this name is a descriptor rather than a domain or URL then it must reasonably reflect the claimed inventory.
  - ii) If this name is a domain or URL that appears in the list of claimed inventory then it must be the largest by Page Impressions.

### **B7. You may include other information**

- a) You may include other information on your certificate with the agreement of your certification provider, such as:
  - i) Relevant site/product logos.
  - ii) Further data analysis (e.g. averages, ratios) derived from the metrics certified.
  - iii) The counting system (i.e. web analytics) used.
  - iv) A description of the content of the property (not market or traffic claims).
  - v) Media owner contact details.

### **B8. A statement of the auditor's opinion will be included**

No additional requirements.

## **CAPABILITY REPORTING**

### **B9. The capability of a product or service to supply an output in accordance with the AV/Ad Web Traffic Standards can be reported**

- a) ABC, the approved certification provider, can report separately on the capability/efficiency of tools, processes and/or controls to produce AV/Ad Web Traffic in accordance with these Standards.

## SECTION C: GENERAL PRINCIPLES

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### INTRODUCTION

This section sets out the requirements relating to the reporting of AV/Ad Web Traffic.

### PRINCIPLES

- C1. Traffic must comply with the Reporting Standards**
- C2. Traffic must be human-initiated and the associated content is intended to be seen by the user**
- C3. Evidence to support the claim must be retained and available for a minimum period.**

### REQUIREMENTS

#### **C1. Traffic must comply with the Reporting Standards**

No additional requirements.

#### **C2. Traffic must be human-initiated and the associated content is intended to be seen by the user**

- a) You must exclude robotic traffic. *Examples of robotic traffic include that generated from search engines, personal spiders, automated site monitoring tools, offline browsers, automated content requests from PDA devices, web feed aggregators and other automated syndication agents.*
- b) You must exclude traffic that has been 'pushed' into the user's browser (i.e. not the result of an intentional user request). *Examples of pushed traffic are subsited traffic, contextual linking and ISP page replacement.*
- c) You must exclude all internal activity.
  - i) Internal activity is defined as traffic generated by users who maintain, develop or author the site. This includes activity such as web site development, performance monitoring, or automated broken link detection. If any of this activity is performed by outside agencies on the site's behalf, this traffic is also deemed to be internal and must be excluded.
    - You must exclude the standard internal network IP addresses listed in RFC 1918 and RFC 4193 (<http://www.ietf.org/>).
- d) You must exclude any filetypes that are served in conjunction with a valid Page Impression. *For example: graphics or stylesheets.*
- e) You must exclude traffic to URLs that are concurrently served with a valid Page Impression or do not provide content that is intended to be seen by the user. *For example framesets, pop-ups or departure pages (served with no visible content for site monitoring purposes).*

## SECTION C: GENERAL PRINCIPLES

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- i) However, if a user requests that a panel within a frameset (or a pop-up) is refreshed, then serving the refreshed panel or pop-up may be counted as a Page Impression since it has been requested.
  - ii) You must exclude initial requests for PDF files (with a status code of 200) from Page Impressions if these are already certified as downloads (as they can't be counted twice).
- f) You must exclude invalid HTTP transactions.
- i) You must exclude log records with invalid HTTP status codes - defined as any records that do **not** have the following codes: 200, 201, 202, 203, 204, 205 and 304. (Note that status code 206 must be excluded because it indicates a partial fulfillment of a request).
  - ii) You must exclude HTTP method requests that are **neither** "GET" nor "POST". Note: These requirements apply to data logs for browser-side page tagging tools by default because the page must be rendered successfully in order for the tag code to run.
- g) You *may* include syndicated content either published on another website or provided by a third party, providing:
- i) The user has an opportunity to see, and interact with, that content.
  - ii) The content is not simply a logo, search box or similar.

### **C3. Evidence to support the claim must be retained and available for a minimum period.**

- a) You must retain and be able to provide all records supporting the claim. .
- b) The logged records provide the specific data regarding each file request processed by the server.
  - i) You must retain and be able to provide for audit all the logged records supporting the claim.
  - ii) You must retain the logged records for a period of 6 months following certification of the claim or until the audit of the certificate for the subsequent Reporting Period has been completed if sooner.
- c) The logged records must contain sufficient information to identify the traffic to be counted and audited. This will be agreed with your auditor; but:
  - i) This will include the identification of the time and date of the transaction, identification of the relevant Unique Browser and details of the URL/query parameters requested. Note:
    - This must include sufficient information to identify and exclude robotic and internal traffic (typically IP address and User Agent)
    - You must be able to differentiate between web and App traffic.
    - Any anonymisation techniques applied to the logs must be agreed in advance with your auditor.



## SECTION C: GENERAL PRINCIPLES

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- ii) You must ensure data collection servers are date and time synchronised, preferably to GMT, so that all their log files' date and time stamping are aligned.
- iii) You should not change the format of your log files during the Reporting Period. Please contact your auditor regarding any planned changes.

# JICWEBS METRIC DEFINITIONS

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## Metrics

The agreed metrics are grouped into the following categories:

### **Appendix 1**

Appendix 1.1

Appendix 1.2

### **Metrics**

Audio/Visual (AV) / Podcast metrics

Ad metrics

### **Appendix 2**

Appendix 2.1

Appendix 2.2

### **Metrics - Guidance**

Audio/Visual (AV) / Podcast metrics

Ad metrics

## JICWEBS METRIC DEFINITIONS

### Appendix 1.1 Audio/Visual (AV) metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Volume</i>	<b>AV Play</b>	<p>A file request by a valid browser for an AV playlist. This can be measured in either of the following ways:</p> <p>AV Play Event: A client-side play event representing the start of data processing made by a valid browser, which is not recorded concurrently with an event of the same type.</p> <p>AV Request: A server-side indicator of a media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero). <a href="#">Guidance available</a></p>
<i>Web, Volume</i>	<b>Automated AV Play</b>	An AV Play started by a valid browser as a result of an automatic process.
<i>Web, Volume</i>	<b>AV Content Play</b>	<p>A file request by a valid browser for AV content. This can be measured in either of the following ways:</p> <p>AV Content Play Event: A client-side play event representing the start of data processing for AV content made by a valid browser, which is not recorded concurrently with an event of the same type.</p> <p>AV Content Play Request: A server-side indicator of an AV Content media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero). <a href="#">Guidance available</a></p>
<i>Web, Volume</i>	<b>Automated AV Content Play</b>	An AV Content Play started by a valid browser as a result of an automatic process. <a href="#">Guidance available</a>
<i>Web, Volume</i>	<b>AV Starts</b>	A browser-initiated logged event denoting the start of consumption of an identifiable AV content item by a valid browser. <a href="#">Guidance available</a>
<i>Web, Frequency</i>	<b>AV Play Completion Rate</b>	The percentage of AV Plays that consumed at least 95% of the on-demand AV content requested. <a href="#">Guidance available</a>
<i>Web, Reach</i>	<b>AV Unique Browser</b>	A Unique Browser that has made at least one AV Play.

## JICWEBS METRIC DEFINITIONS

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	<b>Interactive TV Unique Browser</b>	A Unique Browser that has made at least one Interactive TV Impression.
<i>Web, Volume</i>	<b>Interactive TV Impression</b>	A file, or combination of files, intended for an Interactive TV device, sent to a valid browser as a result of that browser's request being received by the server. <a href="#">Guidance available</a>
<i>Web, Frequency</i>	<b>AV Play Duration</b>	The number of seconds of content served to a valid browser in an AV Play. <a href="#">Guidance available</a>
<i>Web, Frequency</i>	<b>Unique AV Play Duration</b>	The total length of distinct content played by each AV Unique Browser.  Note that "content" here means an AV playlist or any part thereof.
<i>Web, Frequency</i>	<b>Total AV Play Duration</b>	The aggregate total number of seconds of all plays of a content item in the period.  Note that a "content item" here means an AV playlist or any part thereof.
<i>Web, Frequency</i>	<b>Unique AV Play Percentage</b>	The percentage of the total content of each content item played by each Unique Browser.  Note that a "content item" here means an AV playlist or any part thereof.
<i>Web, Volume</i>	<b>Average Programme Streams</b>	The sum total of all AV Play Durations to a content item divided by the content length (as specified by the broadcaster) for that content item.
<i>Web, Reach</i>	<b>Podcast Subscriber</b>	A valid Unique Browser (measured by Cookie) that has requested a notification of podcast availability from the source site.
<i>Web, Volume</i>	<b>Completed Podcast</b>	A Completed Audio or Video Download made by a valid browser following receipt of an automated notification of availability. <a href="#">Guidance available</a>
<i>Web, Reach</i>	<b>Completed Podcast Unique Browser</b>	Any valid Unique Browser that has made a Completed Podcast.
<i>Web, Volume</i>	<b>Requested Podcast</b>	A Requested Audio or Video Download made by a valid browser following receipt of an automated notification of availability. <a href="#">Guidance available</a>
<i>Web, Reach</i>	<b>Requested Podcast Unique Browser</b>	Any valid Unique Browser that has made a Requested Podcast.

## JICWEBS METRIC DEFINITIONS

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### Appendix 1.2 Ad metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Volume</i>	<b>Ad Unique Browser</b>	A Unique Browser that has made at least one Ad Impression.
<i>Web, Volume</i>	<b>Ad Impression</b>	A file or a combination of files sent to a valid User as an individual advertisement as a result of that Ad User's request being received by the server. <a href="#">Guidance available</a>
<i>Web, Volume</i>	<b>Average Ad Streams</b>	<p>The sum total of all AV Play Durations to a content item identified as an advertisement, divided by the content length specified for that advertisement.</p> <p>An identifier system must be used that will give the agency, ad name and ad length.</p> <p>Whether scrubbing has been disabled or not must be reported. <a href="#">Guidance available</a></p>
<i>Web Volume</i>	<b>Web Feed Ad Impression</b>	A file sent to a valid browser as an individual advertisement as a result of that browser's client-initiated request for a Web Feed Article Impression being received by the server.

## Appendix 2.1 Audio / Visual (AV) metrics - Guidance

Metric Name	Explanatory Notes
<b>AV Play</b>	The media owner must be able to demonstrate in an auditable manner that content is included in the playlist as well as advertising. To record a valid AV Play the duration must equal greater than zero and a new AV Play should be recorded in the event of the content restarting automatically.
<b>AV Content Play</b>	Where the consumption of specific content items is to be reported, a unique content identifier must be logged.
<b>Automated AV Content Play</b>	A new Automated AV Content Play should be recorded in the event of the content restarting automatically.
<b>AV Starts</b>	An AV Start for a given content item should be counted by sending a measurement call 3 seconds within the content being measured. If a content item is placed in a playlist in separate parts, the AV Start should be triggered 3 seconds into the first part.
<b>AV Play Completion Rate</b>	<p>For AV Play Events, the AV content item must have both a start and a corresponding end event, and the measured AV Play Duration between the two must equal the total duration of that content item.</p> <p>For AV Play Requests, the start of the request must be on or before the defined start time, and the duration of the request must equal or exceed the length of the defined content item (and so go beyond the content item's defined end point).</p> <p>In both cases, the total length of the content item must therefore be known.</p>
<b>Interactive TV Impression</b>	<p>In effect, one request by a valid browser should result in one Interactive TV Impression being claimed.</p> <p>Certain Interactive TV traffic can be excluded on the basis of information derived from the server log files. The site must therefore ensure that any additional, non-requested files, such as graphics, audio files or frames, are excluded from the claimed Interactive TV Impression total. An Interactive TV Impression does not guarantee that a user actually viewed the page requested; it only measures the opportunity for the user to view such content. This means that an Interactive TV Impression recorded as valid by the server will be valid even if the content does not load to completion.</p>
<b>AV Play Duration</b>	<p>Client-side, this would be calculated by measuring "end" events terminating the AV Play Event (such as Pause, Fast Forward or Stop) and calculating the gap between the Play event and the "end" event. Hence, AV Duration can only be measured when there is such an "end" event.</p> <p>Server-side, the Duration field should be used. Where this is not available, an approximation can be calculated from valid AV Requests by dividing the bytes sent to the user by the average bit-rate per second.</p> <p>Ideally, buffering time should be excluded from AV Play Duration calculations, but this may not always be practical.</p>
<b>Completed Podcast</b>	These are assumed to be automatically requested (i.e. Automated) unless the site can provide auditable evidence to the contrary.
<b>Requested Podcast</b>	These are assumed to be automatically requested (i.e. Automated) unless the site can provide auditable evidence to the contrary.

## Appendix 2.2 Ad metrics - Guidance

<b>Ad Impression</b>	<p>A valid Ad Impression may only be counted when an ad counter receives and responds to an HTTP request for a tracking asset from a client. The count must happen after the initiation of retrieval of the underlying page content. Examples of a tracking asset typically include a pixel tag, a 302 redirect, or the ad content itself.</p> <p><b>App Ad Impression:</b> Note: The App Ad Impression represents the serving of a banner or similar creative from a separate ad server into the App environment. This does NOT cover the advertising that appears on digital editions as part of the same content (e.g. a PDF of a print copy).</p>
<b>Average Ad Streams</b>	<p>For UK measurement the Clearcast clock number will be an appropriate identifier.</p> <p>The method of measuring ad length can either be precise or a system that records, for example, quartiles – providing this measures to a point that has been passed (i.e. will not over-report ad length).</p>

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**Joint Industry Committee for Web Standards**

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