



Joint Industry Committee for Web Standards

JICWEBS

Product Principles

Viewability Products

Version 2 Issued June 2015

(Effective 1st July 2015)

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.

These Principles currently apply to reporting viewability of banner advertising in a website environment.

1. Reporting on percentage of area viewable and time

- 1.1 A product used for viewability measurement must be able to report on percentage of asset area viewable over time.*
- 1.2 Area must be calculated before time is measured.*
- 1.3 The product must take time measurements at a defined minimum frequency. For display, this is currently once every 100 milliseconds (10 times a second).*

2. Reporting viewable impressions, including special cases

- 2.1 The product must be able to count viewable impressions based on a specified threshold of both percentage of content area and continuous time. A viewable impression should be counted when the requisite percentage of area has been measured for the necessary continuous period of time (for example, 50% for at least 1 second, or for large format 30% for at least 1 second).*
- 2.2 The product vendor must disclose any scenarios where modelling is used to estimate viewability instead of the product measuring it directly.*
- 2.3 The product vendor must disclose any user-initiated actions, such as clicks, used as a proxy for viewability and explain the steps taken to ensure that counting such actions does not inflate counts, for example through double counting.*

3. Disclosure of what is measured

Product vendors must disclose whether they measure the ad itself or the ad container.

4. Measurement and asset render requirements

Product vendors must disclose 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.

ABC's Test Programme

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

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