JICWEBS

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Product Principles

Content Verification (CV) Products

Version 1 2014

Issued January 2014

JICWEBS Content Verification (CV) Product Principles.

This document sets out 10 principles that have been approved by JICWEBS. The principles have been developed following our testing of 8 CV Products which took place in October-November 2011 and replace those principles put forward in May 2011.

Note – principles are set out below in **bold** with supplementary information in *italics*

A CV Product will be tested against the following principles:

1. **Block the serving of advertising on to pages which contain content, deemed to be inappropriate by the advertiser, in HTML source code.**
   Detect inappropriate words on a web page or the code of that web page before or after the ad appears.

2. **Block the serving of advertising on to pages which contain words in content delivered via a linked file deemed to be inappropriate by the advertiser.**
   When the page appears in the browser it displays content pulled from another source which may be unrelated to the expected content on the page.

3. **Register changes in page content and then block the serving of advertising on to pages which contain content, deemed to be inappropriate by the advertiser, in real time.**
   A page which has rapidly changing content such as a Forum.

4. **Block the serving of advertising on to domains and sub-domains, deemed inappropriate by the advertiser.**
   An inappropriate text string in the domain or sub-domain name such as http://inappropriate.com *OR* http://inappropriate.safesite.com

5. **Block the serving of advertising on to pages which contain words in the URL, deemed to be inappropriate by the advertiser**
   An inappropriate text string contained within the URL such as http://normal.com/okay/inappropriate.aspx)

6. **Block the serving of advertising on to aliases of an URL or domain, deemed to be inappropriate to the advertiser.**
   A URL may look like http://normal.com/safe.aspx *but the page that is displayed is http://inappropriate.com/unsafe.aspx*

7. **See through iframes and block the serving of advertising if keywords or URLs, deemed to be inappropriate, to the advertiser, are detected.**
   Inappropriate words may be contained within the iframe which is embedded on a web page and the ad is served on the page, or vice versa.

An approved CV Product will also be able to serve ads correctly in equivalent scenarios that contain only appropriate content. In addition, the CV Product will:

8. **Operate consistently in allowing or blocking advertising when JavaScript is disabled.**
   If the product requires JavaScript to be enabled by a browser for it to make a decision as to whether the content is appropriate or not, does it block the serving of ads if JavaScript is disabled?

9. **Be capable of incorporating any list of keywords or URLs, deemed to be inappropriate by the advertiser, into the CV product within 2 working days of that new list being produced.**

10. **Be configurable to block the serving of advertising to any URL not previously checked as safe, until the status is known, if identification of content is not in <u>real time</u>.**

The objective of ABC's test programme is to verify whether a CV Product is capable of meeting claims in relation to some or all of the principles above. For the purpose of ABC testing note:

1) *Capable* is defined as once configured; the product consistently blocks or serves ads under different scenarios during the period of testing.
2) *Blocking, in real time* refers to the decision to serve or not serve the ad and not any spidering or pre-classification activity.

ABC Test Programme Caveats:

ABC's audit opinion confirms only that the CV Product is capable of preventing ad delivery when **configured correctly** (with certain exceptions as stated below) on Inappropriate Content, but does not guarantee that no ad will ever be served onto an inappropriate site when the CV Product is used in real life. The following specific caveats must also be noted:

- Testing is at a point in time and on a limited scale.
- ABC will test that the CV product hasn't been configured to block serving of ads in all tests by default
- The test programme does not verify the scalability of the product.
- The context of testing does not fully reflect real life conditions such as multiple campaigns running in multiple sites.
- The test programme does not verify implementation times required in real life.

- The test programme only verifies that the product blocks on the basis of HTML text and URLs. It does not verify that the product blocks all content formats, particularly non-HTML (e.g. AV content, images etc.).
- The scope of ABC's opinion is limited to English-language content.
- Testing is carried out on **one** specified version of the CV product.
- Testing does not examine any impact that the CV product may have upon campaign delivery.

Joint Industry Committee for Web Standards