# JICWEBS

**Joint Industry Committee for Web Standards**

**JICWEBS**

# Product Principles

## Viewability Products

Version 4  Issued August 2016

# CONTENTS

**Introduction**

**1.  Reporting on percentage of area viewable and time**

**2.  Reporting viewable impressions, including special cases**

**3.  Disclosure of what is measured**

**4.  Measurement and asset render requirements**

**Changes from Version 3 issued June 2016:**

- Timing intervals (section 1.3): Amendment to allow, with disclosure, products that:
    - Take time measurements less frequently than the recommended minimum intervals, or
    - Use another method for measuring viewability such as user-initiated events/actions. *For example scrolling or clicks.*

# JICWEBS Viewability Product Principles

This document sets out the Viewability Product Principles that have been approved by JICWEBS. They have been developed following consultation with media owners, technology suppliers and other industry bodies.

These Principles apply to products reporting the opportunity to see banner and video content in a website environment (excluding mobile).

Please note that these Principles:

- Focus on the capability of the product to measure variables of area and time when used to define the 'opportunity to see' content.
- Complement but are distinct from the existing JICWEBS Audio Visual (AV) metrics which are designed to measure video consumption, i.e. viewing.

1. **Reporting on percentage of area viewable and time**

   *1.1 A product used for viewability measurement must be able to report on the percentage of 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. The industry recommendation for banner content is once every 100 milliseconds (10 times a second). For video content, it is once every 200 milliseconds (5 times a second). If the product takes time measurements less frequently than the above, or uses another method which is proven to be effective when measuring viewability, this is allowed but must be disclosed.*

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 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, 50% for at least 2 seconds, 30% for at least 1 second etc).*

   *2.2 The product vendor must disclose any scenarios where modelling is used to estimate viewable impression counts instead of the product measuring it directly.*

   *2.3 The product vendor must disclose any user-initiated actions, such as scrolling or clicks, used as a proxy for viewable impressions 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 content itself, the container, or the video player.*

**4. Measurement and asset render requirements**

*Product vendors must disclose at what point the measurement occurs in relation to asset render, i.e. whether pre, during or post-delivery of the content, where "render" is defined as the point at which the content has loaded, so providing an 'opportunity to see'.*

**Certification to these Principles**

You can demonstrate your compliance to these Principles through participation in ABC's Viewability Certification Programme.

For more information visit www.abc.org.uk/viewability or contact enquiries@abc.org.uk

This page is intentionally left blank