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Product Principles

Viewability Products

Version 6 Issued July 2018

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Introduction

Changes from Version 5 issued May 2018:

- The principles have been updated to cover the measurement of large custom display ads:
  - Section 3: Added reference to exception for large custom display ads as detailed in new section 5
  - Section 5: New section added detailing measurement principles for large custom display ads

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 both desktop and mobile environments.

Mobile includes:
- Mobile In-App – content within the native user interface of an application, so not within a mobile browser or an embedded browser
- Mobile Web – website content displayed within a mobile web browser or embedded browser.

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 use a minimum polling frequency when measuring viewability. The industry recommendations are:
- For desktop banner content, once every 100 milliseconds (10 times a second)
- For desktop video content, once every 200 milliseconds (5 times a second)
- For mobile banner and video content, once every 200 milliseconds

1.4 If the product takes viewability 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 in-view and continuous time. A viewable impression should be counted when the requisite percentage of area in-view 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 be able to separately report Mobile In-App viewable impressions from Mobile Web Viewable Impressions.

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

2.4 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 or the container, or, by exception, in accordance with principle 5 (below), a relevant sub-unit of the ad.

4. Measurement and content render* requirements

4.1 Product vendors must disclose at what point the measurement occurs in relation to the content rendering, i.e. whether pre, during or post-delivery of the content

* "render" is defined as the point at which the content has loaded, so providing an 'opportunity to see'.

5. Measurement principles for eligible large custom display ads

5.1 For large custom display ads, whose total ad area (pixels) exceeds the total creative area (pixels) by such a margin that their ratio is likely to affect their respective viewability assessment, vendors may assess viewability against a relevant sub-unit of the ad (or ad container).

5.2 As a minimum requirement, eligible large custom display ads must be (a) served as a single ad impression (no multi-ad units) in response to a single ad call, (b) be clearly differentiable and (c) have, as a minimum, an ad area no less than an IAB defined standard format ad.

5.3 The viewability assessment of such a sub-unit does not function as a viewability assessment against the total ad area.

5.4 This measurement practice must be fully disclosed. This includes (a) clearly outlining which unit type is being used for measurement, (b) prominently highlighting that measurement pertains to one specific sub-unit rather than all units, and (c) stating that this is an estimate of viewable status which could differ from conclusions if all assets were measured discretely.

5.5 The unit measured must be the same unit whose served-impression count base forms the denominator for the viewable rate disclosure.

5.6 The eligibility of a large custom display ad to be measured in this way is subject to review by an independent auditor and subsequent approval by JICWEBS.

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

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