



Video Viewability Q&A

1. What are the JICWEBS video viewability requirements?

Similar to the desktop display/banner viewability requirements, at a high level the JICWEBS video principles focus on 4 key areas:

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

Within these four areas, for video, JICWEBS specifically require:

- a) *“The product must take time measurements at a defined minimum frequency. For video content, this is currently once every 200 milliseconds (5 times a second).”*
- b) *Product vendors must disclose whether they measure the content itself, the container, or the video player.*
- c) *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’.”*

2. Do the Principles require measurement of any video playing duration i.e. engaging with the content?

No, because this element is covered by separate existing JICWEBS Audio Visual (AV) metrics. See 3/4 below.

3. Why has JICWEBS taken this approach?

JICWEBS has an existing set of industry agreed AV metrics designed to measure video engagement. These AV metrics are being used by media owners including BARB and the UK’s major broadcasters. JICWEBS’ approach is designed to keep separate the reporting of an opportunity to see content, i.e. ‘viewability’, from the established content engagement reporting i.e. ‘viewing’.

4. What are the JICWEBS AV metrics for video engagement?

JICWEBS has defined a number of video metrics designed to measure forms of engagement. The following four are the most commonly used:

1. AV Start

A browser-initiated logged event denoting the start of consumption of an identifiable AV content item by a valid browser.

An AV Start for a given content item should be counted by sending a measurement call 3 seconds within the content being measured.

2. AV Play

A file request by a valid browser for an AV playlist.

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.



3. AV Play Duration

The number of seconds of content served to a valid browser in an AV Play.

4. Average Programme/Ad Streams

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.

5. How do the JICWEBS Video Viewability requirements differ from the MRC's?

The MRC requires that:

“To qualify for counting as a viewable video ad impression, it is required that 2 continuous seconds of the video advertisement is played, meeting the same Pixel Requirement necessary for a viewable display ad (50%). This required time is not necessarily the first 2 seconds of the video ad; any unduplicated content of the ad comprising 2 continuous seconds qualifies in this regard.”

This is complementary to JICWEBS approach as explained in questions 2 and 3 (above).

6. Will JICWEBS combine the viewability principles and AV metrics in future?

JICWEBS will review the results of ABC's initial video viewability testing in deciding on how to develop the viewability principles further. Industry requirements and product functionality will be the key factors taken into consideration.

7. What does ABC's viewability testing involve?

ABC's testing is based on the JICWEBS viewability principles and involves a combination of understanding how the measurement products work in theory, by way of a questionnaire, which is then supported by substantive testing.

When running the tests, ABC configures each product into a common 'walled garden' laboratory environment, so that each product is tested on a like for like basis. ABC will then serve a number of different videos into the environment and runs scripts which mimic commonly used behaviour scenarios. The data and reports from the product are then compared to ABC's set of expected results.

ABC will work with any product wishing to conduct video viewability testing, with a view to issuing certification when the review is successfully completed.

8. Can I be certified for the JICWEBS viewability Principles *and* the AV metrics?

Yes. If you wish to be certified for measuring the industry agreed AV metrics please contact ABC via enquiries@abc.org.uk