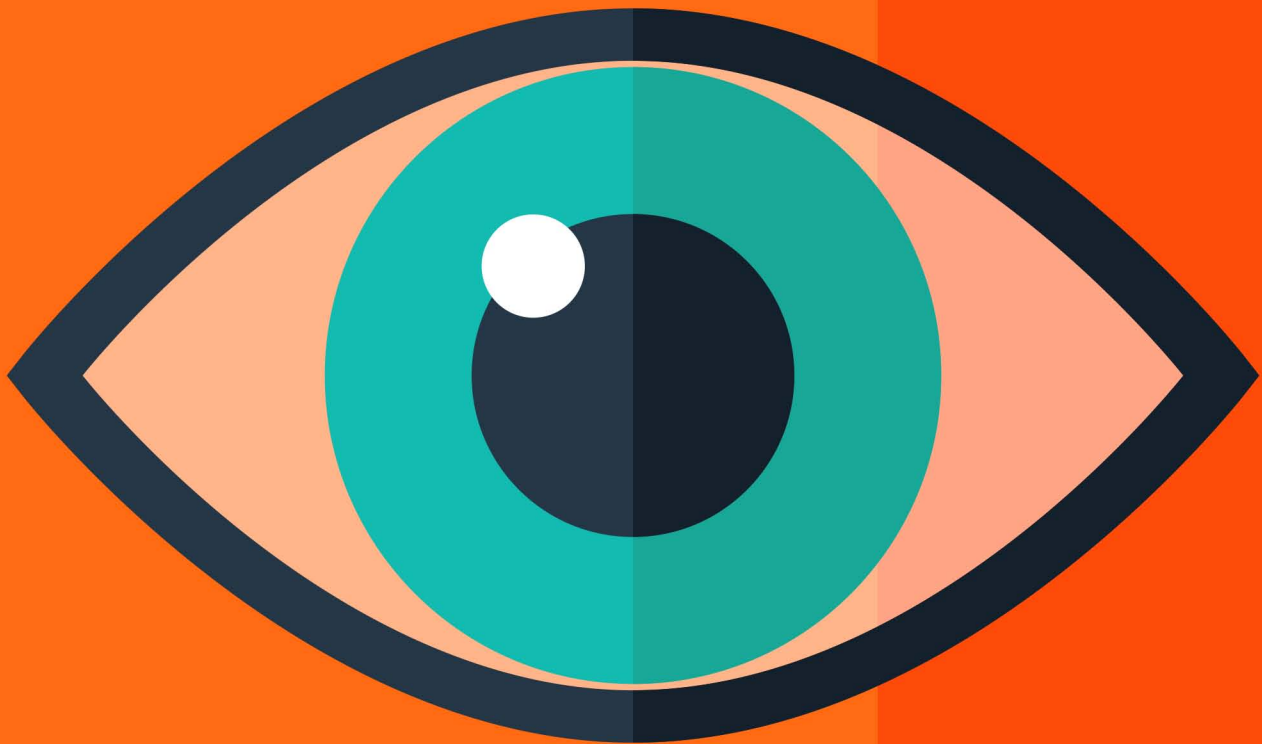




Viewability Certification

Promoting transparency in
viewability measurement



March 2018
www.abc.org.uk/viewability

In association with:

JIC | **WEBS**

Introduction

In October 2017, the IAB UK revealed that the UK digital advertising market was worth a total of £5.6bn, up 14% year on year. And, in a landmark change, online video overtook banners as the largest ad display format*.



It's little wonder then that prominent advertisers are calling for greater levels of accountability, so they can be confident they're spending budgets on campaigns that effectively deliver their brand messaging.

Viewability is one of the key issues on their mind. Although there remains debate in the industry as to what an acceptable level of viewability is, and where it sits alongside other trading metrics, all are agreed on one point; clarity, understanding and trusted information sources are vital in enabling buyers to make informed decisions about their viewability goals.

Our Viewability Certification programme, based on JICWEBS' industry agreed Principles, provides just that. This report presents our current live certificates for a range of viewability tools. In addition, for the first time, we're delighted to include video viewability test results side by side with banner, providing the same level of transparency in both areas.

The next step we're working on is to extend our Viewability Certification programme to cover mobile – a platform which accounted for 57% of all digital display advertising in the first half of 2017*.

Congratulations to all the viewability tools that have achieved certification. We look forward to continuing our work with the industry in delivering the trusted insights and transparency needed to support online ad trading.

Simon Redlich, CEO at ABC

* Source: the IAB / PwC Digital Adspend Study: iabuk.net/research/digital-adspend

This report shows:

- What viewability is and why it's a challenge for the industry
- How the industry is developing transparency and trust through Viewability Certification
- Who is currently ABC certified
- What scenarios have been tested
- The results of these tests



The benefit of ABC's report is twofold. First, we're able to see at a glance which viewability tools are verified to industry standards, having been through a stringent testing process. Secondly, it enables us to consistently compare how each tool functions, shedding light on why reporting discrepancies may occur. This informs vital decisions when delivering our clients' campaign goals.

Bethan Crockett,
Digital Risk Director, GroupM



Viewability explained

Advertisers don't want to pay for online advertising which never has the opportunity to be seen.

To better understand how much advertising is viewable, measurement products have been developed and widely adopted by the industry. These products aim to count how many viewable impressions are served as part of a campaign.

The UK media industry, through JICWEBS, set out to reduce reporting discrepancies by raising awareness of how these products work and their ability to measure viewable impressions.

Viewability products give advertisers valuable reporting on viewable ad impressions. They play a vital role in identifying those ads which could be seen, helping advertisers to optimise their budgets.

There are many reasons why an advert might not be viewable, for example:



The ad might load out of view



The ad might not load in time



There might be ad-blockers



The technology might not be supported



Through this report, JICWEBS and ABC are playing a key role in delivering transparency to the complex issue of viewability. The verified companies have demonstrated their commitment to clear communication and the value they place on independent third party verification. These elements are going to be vital as we continue to grow a strong digital ecosystem based on trust.

Tim Elkington, Chief Digital Officer, IAB UK



Certification explained

ABC certification involves a rigorous testing process with the objective of answering whether a product is capable of counting viewable impressions in accordance with the JICWEBS viewability principles.

The process is designed to ensure that all products are tested on a like-for-like basis. This is achieved by applying automated testing within a walled garden environment.

Tools are tested against seven behaviour scenarios - an eighth behaviour is added for video testing - and four commonly used combinations of browser and operating system.

The results are presented in a directly comparable way and can be seen on pages 5-8 of this report.

What is JICWEBS?

JICWEBS (The Joint Industry Committee for Web Standards) is made up of representatives from ISBA, the IPA, IAB UK and the AOP. It was created by the UK and Ireland media industry to ensure independent development of standards and benchmarking of best practice for online ad trading.



The following products are currently ABC certified:

admetrics	Desktop Banner
comSCORE.	Desktop Banner & Video
DMA INSTITUTE	Desktop Banner
DV DoubleVerify Let's build a better industry	Desktop Banner
IAS Integral Ad Science	Desktop Banner & Video
MOAT	Desktop Banner & Video



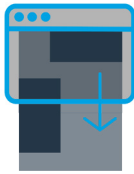





What are the JICWEBS Principles?

JICWEBS issued its first set of Viewability Principles in 2014. These Principles were updated in 2016 and cover four main areas:

- 1 Reporting % of ad viewable and time ad viewable
- 2 Reporting viewable impressions (inc. special cases)
- 3 Disclosure of what is being measured (the advert or the area)
- 4 The measurement and asset render requirements of the products

More at www.JICWEBS.org

The behaviour scenarios

-  Ad is served within multiple (up to 3) cross-domain IFRAMES
-  Browser is moved off screen
-  Page is scrolled
-  Browser is resized
-  Browser is obscured
-  Tab is obscured
-  Out of focus
-  Video Player is maximised (video only)

We test these behaviours in the following browsers/operating system combinations:



Firefox/Windows



Chrome/Windows








IE11/Windows



Safari/macOS



Desktop banner & video results:

PRODUCT DISCLOSURES AND FEATURES								
		JICWEBS Principles *						
Product	Ad Format	(1.3) The Product must take time measurements at a defined minimum frequency. The industry recommendation for banner content is once every 100 milliseconds and for video it's once every 200 milliseconds. If the product takes time measurements less frequently than the above, this is allowed but must be disclosed.	(2.2) Are there any scenarios where modelling is used to estimate viewability instead of the product measuring it directly?	(2.3) Are any user-initiated actions, such as clicks, used as a proxy for viewability? If yes, explain the steps taken to ensure that counting such actions does not inflate counts.	(3) Is the content, container or the video player measured?	(4) At what point does the measurement of viewability occur in relation to the content rendering, i.e. whether pre, during or post delivery of the content creative?	Content formats supported	Viewable Impression Thresholds Supported
 Viewability Tracking	Desktop Banner	Every 80 milliseconds	None used	None used	The content or the container, depending on configuration	Measurement is determined either pre, during or post delivery of the content creative depending on configuration	Standard and large banners	Any combination of area and time thresholds
 vCE Validation	Desktop Banner	Every 200 milliseconds	None used	None used	The content	Measurement is determined post delivery of the content creative	Standard and large banners	Any combination of area and time thresholds
	Desktop Video	Every 200 milliseconds	None used	None used	The content	Measurement is determined during delivery of the content creative	Video (Flash/HTML)	Any combination of area and time thresholds
 DigitalMAI™ Visibility	Desktop Banner	Every 100 milliseconds	None used	None used	The content or the container, depending on configuration	Measurement is determined pre or post delivery of the content creative, depending on configuration	Standard and large banners	Pre-defined area thresholds (at 30% and 50%), combined with any time threshold
 IQ Viewability Advanced	Desktop Banner	Every 100 milliseconds	None used	None used	The content	Measurement is determined post delivery of the content creative	Standard and large banners	Any combination of area and time thresholds, starting at 50% (standard) or 30% (large) for 1 second
 Verification	Desktop Banner	Every 100 milliseconds	None used	None used	The content	Measurement is determined either pre, during or post delivery of the content creative, depending on configuration	Standard and large banners	Any combination of area and time thresholds

* Our programme did not specifically confirm these statements other than ensuring results obtained were (or were not) as expected.

Results continued...

PRODUCT DISCLOSURES AND FEATURES

		JICWEBS Principles *						
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	Desktop Video	Every 200 milliseconds	None used	None used	The content, container or video player depending on configuration	Measurement is determined pre delivery of the content creative	Video (Flash/HTML)	Any combination of area and time thresholds
	Desktop Banner	Every 200 milliseconds. 100 milliseconds available on client request	None used, but available on client request	None used	The content, or the container for dynamic rich media	Measurement is determined post delivery of the content creative	Standard and large banners	Any combination of area and time thresholds
	Desktop Video	Every 200 milliseconds	None used	None used	The video player	Measurement is determined post delivery of the content creative	Video (Flash/HTML)	Any combination of area and time thresholds

*Our programme did not specifically confirm these statements other than ensuring results obtained were (or were not) as expected.

Results continued...

DID THE PRODUCT COUNT VIEWABLE IMPRESSIONS IN THE FOLLOWING BEHAVIOUR SCENARIOS?										
Product	Ad Format	Browser	1 – Ad is served within multiple (up to 3) cross-domain IFRAMEs	2 – Browser is moved off screen	3 – Page is scrolled	4 – Browser is resized	5 – Browser is obscured	6 – Tab is obscured	7 – Out of focus	8 - Video player is maximised
admetrics Viewability Tracking	Desktop Banner	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		IE11 (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		Safari (macOS)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
comScore vCE Validation	Desktop Banner	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		IE11 (Windows)	Yes	Yes ²	Yes	Yes	Yes ¹	Yes	Yes	
		Safari (macOS)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
	Desktop Video	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes
		IE11 (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes
		Safari (macOS)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes
DMA Institute DigitalMAI™ Visibility	Desktop Banner	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes	Yes	Yes ¹	
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes	Yes	Yes ¹	
		IE11 (Windows)	Yes	Yes	Yes	Yes	Yes	Yes	Yes ¹	
		Safari (macOS)	Yes	Yes	Yes	Yes	Yes	Yes	Yes ¹	
DoubleVerify IQ Viewability Advanced	Desktop Banner	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		IE11 (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		Safari (macOS)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
Integral Ad Science Verificaiton	Desktop Banner	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		IE11 (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	
		Safari (macOS)	No ³	Yes	Yes	Yes	Yes ¹	Yes	Yes	
	Desktop Video	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes
		IE11 (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes
		Safari (macOS)	No	Yes	Yes	Yes	Yes ¹	Yes	Yes	Yes

¹ Implementation of this function is optional for clients.

² Non-iframe implementation only.

³ The product declared it did not support this scenario so no testing was performed.

Results continued...

DID THE PRODUCT COUNT VIEWABLE IMPRESSIONS IN THE FOLLOWING BEHAVIOUR SCENARIOS?

Product	Ad Format	Browser	1 – Ad is served within multiple (up to 3) cross-domain IFRAMES	2 – Browser is moved off screen	3 – Page is scrolled	4 – Browser is resized	5 – Browser is obscured	6 – Tab is obscured	7 – Out of focus	8 - Video player is maximised
Moat Analytics	Desktop Banner	Chrome (Windows)	Yes	Yes ¹	Yes	Yes	Yes ¹	Yes	Yes	
		Firefox (Windows)	Yes	Yes ¹	Yes	Yes	Yes ¹	Yes	Yes	
		IE11 (Windows)	Yes	Yes ¹	Yes	Yes	Yes ¹	Yes	Yes	
		Safari (macOS)	Yes	Yes ¹	Yes	Yes	Yes ¹	Yes	Yes	
	Desktop Video	Chrome (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes ¹	Yes
		Firefox (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes ¹	Yes
		IE11 (Windows)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes ¹	Yes
		Safari (macOS)	Yes	Yes	Yes	Yes	Yes ¹	Yes	Yes ¹	Yes

¹ Implementation of this function is optional for clients.

² Non-iframe implementation only.

³ The product declared it did not support this scenario so no testing was performed.

Product Owner Statements

admetrics - Viewability Tracking

"admetrics offers ad verification solutions to advertisers, agencies and adtech vendors. Our ad verification suite includes attention, engagement, performance and viewability metrics as well as brand safety and fraud prevention technology.

Our metrics are available for consumption through the admetrics Dashboard, API feeds and data streams. The admetrics Dashboard offers flexible, granular breakdowns of measured performance. The ability to combine financial and transactional data with our measurement data directly within the admetrics Dashboard generates deep insight into the real performance of digital campaigns and provides our clients with a competitive edge.

The admetrics viewability measurement uses up to six different measurement methods to determine the most accurate viewability numbers across desktop, mobile web and in-app scenarios, in both friendly and unfriendly iframes. It's available for banners, rich media and video formats."

comScore - vCE Validation

"validated Campaign Essentials™ (vCE®) is a holistic ad and audience delivery validation solution that provides an unduplicated accounting of impressions delivered across a variety of key dimensions, including target audience (demographics), viewability, invalid traffic (including both general and sophisticated invalid traffic), brand safety, geography and engagement. Reporting is delivered via the tool's Ad Validation and Audience Modules. While ABC's testing focused on viewability measurement from the Ad Validation module, the holistic tool provides robust and granular measurement across all of these dimensions across platforms.

vCE measurement is enabled through the use of a single ad tag, which not only provides campaign efficiencies for both media buyers and sellers, but also enables de-duplicated reporting of delivery across all key dimensions, such as in-target and in-view. vCE insights are delivered throughout the course of the campaign, enabling effective in-flight campaign management, optimisation and evaluation to eliminate waste and improve overall delivery outcomes."

DMA Institute - DigitalMAI™ Visibility

"DMA Institute is an Enterprise Platform for Digital Media Measurement. The DMAi platform is a recognized industry innovator in advanced and validated digital media measurement. This solution enables Marketers and Brands to objectively evaluate the performance and effectiveness of their digital advertising. Our solution helps manage the total value chain by incorporating key viewability, audience demographics and cross-device reach insights from your global digital campaigns all through one platform. One single platform to combine Viewability, Audience and Attribution Metrics and Reporting.

DMA Institute is committed to data privacy and integrity. Our connection to real opted-in individuals enables you to start conversations and market research with the Audiences who have been exposed to your ad. Providing access to data from real people and their devices in over 40 countries."

DoubleVerify - IQ Viewability Advanced

"Viewability, in a cross-device environment, has been established as digital currency. However, advertisers increasingly want to go beyond the view, including looking at more advanced metrics such as how a user engages with viewable ads or if the key message was viewed. IQ Viewability Advanced, built on the DV media authentication platform, provides advertisers unprecedented transparency and...

Product Owner Statements

... advanced insights into campaign viewability and performance across desktop, video, mobile web and mobile app environments.

The DV viewability measurement technology uses geometric methodology as the primary technique for collecting the data necessary for desktop and mobile web viewability measurements. Geometric calculations are made by comparing the viewable browser space to the position and size of the ad, taking into consideration whether the browser tab is active, and then calculating the percentage of the ad that is in view and for how long.”

Integral Ad Science - Verification

“Integral Ad Science (IAS) is a global measurement and analytics company that builds verification, optimisation, and analytics solutions. By combining data science and proprietary technology at scale, Integral Ad Science empowers brands, agencies, publishers, and tech companies to effectively influence consumers everywhere, on every device. Our solutions drive effective digital ad experiences for the industry and fuel business results for our customers.

Integral Ad Science calculates viewability using page geometry, browser optimisation and simulated event methodologies across display, video, mobile browser, in-app. We have fully deprecated Flash detection for display to align with current industry needs.

Integral Ad Science delivers three core viewability reports. The 3MS viewability reporting which does not employ data projection or extrapolation, and our own campaign viewability report that does provide an extrapolated figure, and our video viewability reporting which includes VPAID event metrics.

Ad fraud detection is a fundamental part of Integral Ad Science’s viewability measurement technology. It should be noted, however, that this test programme did not seek to account for ad fraud identification, which we believe to be an intrinsic factor in viewability measurement.”

Moat - Analytics

“Moat is a SaaS analytics provider focused on transforming brand advertising online. Moat Analytics, its proprietary solution for advertisers and publishers to measure ad effectiveness and engagement, exposes a new lens of attention measurement that moves beyond traditional digital metrics. Moat is driving the shift towards viewability and beyond with its focus on Attention Analytics — a suite of metrics designed to gauge not only if brands had the ability to be seen online, but also how they have engaged consumers.

Moat’s reputation is cemented by its ability to create and accurately report on new metrics across all platforms and devices.

Moat’s intuitive, self-service, and real-time dashboard reports every metric from the Advertiser or Publisher level down to the Creative Level — including data cuts for Placements, Domains, Browser, Device, Size, and custom parameters — making our reporting both granular and actionable. Moat continues to deliver innovative products and transparent metrics at scale as clients and the industry demand, including pre-bid optimization for invalid traffic, creative heatmaps, viewability diagnostic tools, and the Moat Video Score – our 0-100 benchmark for assessing engagement with video across platforms and devices.”

General findings

Overall our testing shows that, when configured correctly, all products are capable of counting viewable impressions for the scenarios indicated in accordance with the JICWEBS Principles.

The importance of being 'configured correctly'

in this statement is key. The products work in a variety of different ways and users should familiarise themselves with how to get the most value from them by understanding their methodologies, including their standard and optional functions.

// This latest report builds on the important work we're delivering with ABC to bring greater transparency and trust in the area of viewability. Now providing vital insights on video as well as digital display ads, we trust this report will become an important tool in the digital media buyer's arsenal by supporting and guiding their trading decisions.

Richard Foan
Chairman, JICWEBS



About ABC

ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set industry-agreed standards for media brand measurement across print, digital and events.



ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder member of the International Federation of ABCs.

About JICWEBS

JICWEBS is the UK's Joint Industry Committee for Web Standards and is made up of the following trade bodies: Association of Online Publishers (AOP), Internet Advertising Bureau (IAB) UK, News Media Association, ISBA – the voice of British advertisers – and the Institute of Practitioners in Advertising (IPA). www.jicwebs.org



ABC's Viewability Certification is supported by the following organisations:



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