



Viewable Impressions

An IAB Europe White Paper

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VIEWABLE IMPRESSIONS WHITE PAPER

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Foreword

Welcome to this White Paper on Viewable Impressions from IAB Europe. The White Paper has been put together by IAB Europe's Ad Viewability Task Force which aims to provide insight on the topic of viewable impressions across Europe; educate the market and make recommendations on best practice.

1 Introduction

Since IAB Europe started its AdEx Benchmark report in 2006 digital ad spend has grown four-fold yet there are still several commonly acknowledged challenges which hold back further growth and measurement is one of these. Since the early beginnings of digital it has been hailed as the most measurable of media yet exactly what is being measured and how it is measured remain open to debate.

IAB Europe is focusing on metrics within its Brand Advertising Framework, a set of initiatives to establish recommendations for Ad Formats, Metrics and KPIs as well as Audience Segments and Quality across Europe. This Framework and outputs, driven by the Brand Advertising Committee, aim to achieve compatibility with other initiatives such as Making Measurement Make Sense (3MS - see page 3), whilst having the ability to be built on by national markets and the flexibility demanded by a fast-changing technology environment.

This White Paper looks specifically at the area of the measurement of viewable impressions with the following objectives:

- Educate and increase confidence in the area of viewable display impressions by covering the current landscape and trends across Europe and perspectives from the digital advertising stakeholder community
- Clarify definitions and terms of what we mean by 'opportunity-to see' and 'viewable impression'
- Demonstrate how viewable impressions fit into the overall context of the wider metrics portfolio
- Outline some technical and commercial considerations for trading on viewable impressions

The White Paper also touches on other quality aspects such as brand safety and non-human traffic and IAB Europe will be extending its work in these areas in 2015 under the Brand Advertising Framework.

IAB Europe invited leading experts from stakeholder groups such as agencies, publishers, advertisers and measurement suppliers to contribute to this White Paper in order to give the reader representative perspectives from the digital ecosystem.

1.1 An Introduction to the European Digital Display Advertising Market and the Metrics Landscape

2013 saw a renaissance of display advertising – IAB Europe’s AdEx Benchmark study¹ reported that display growth was double-digit at 14.9% – helped by programmatic, real-time bidding (RTB), video and mobile innovation. Its share of digital ad spend was 33.8% with paid-for search at 49.2% and classifieds and directories at 16.9%. Format market share has remained relatively stable for the past few years with search dominating but with display slowly growing up with these growth drivers and increased attention from brands.

However growth and technical innovations have not come without questions from stakeholders across the community. Concerning brand advertising it is widely known that brand advertisements do not have to elicit an immediate audience reaction (such as click through) to be effective. Confidence in the data used help to evaluate the latent effect of advertising and the cumulative impact that comes over time from frequency of ad exposure has become critical to brand marketers as they diversify their investment from legacy media towards digital channels.

Indeed taking a European perspective, adoption of digital metrics continues apace, manifested differently in markets of varied characteristics and levels of digital development.

In order to understand this landscape IAB Europe asked the European digital business community, publishers, agencies, brand advertisers, ad networks and measurement/ data suppliers - to give us their opinions on metrics including audience metrics; metrics by platform; cross media evaluation; qualitative measures; user engagement; effectiveness measures/ROI and contact quality. With over 700 respondents from across Europe the survey identified their priorities as²:

- Gaining a **better understanding** of how online channels can work for brand advertising campaigns, both in combination with other media (84% of all respondents) and alone (81%), for brand advertising campaigns
- Having the option to integrate data from online audience surveys with other media surveys to provide **cross media evaluation** (78%)
- Establishing an **industry-wide accepted online measurement** currency for campaign planning and trading and replicating established metrics such as net reach, frequency, GRPs to provide a trading currency by demographic audience (77%)
- Identifying an **agreed set of effectiveness KPIs** such as brand awareness or purchase intent (75%)

¹ IAB Europe AdEx Benchmark 2013 (July 2014) -

http://www.iabeurope.eu/files/8014/1111/3050/IAB_Europe_AdEx_Benchmark_2013_Report_v3.pdf

² IAB Europe Metrics and KPIs Survey: Digital Measurement Priorities (May 2014) -

<http://www.iabeurope.eu/research-and-papers/iab-europe-reports-priorities-digital-measurement-and-need-c>

Three quarters of the survey respondents, and 84% of brand advertisers in particular, stated that they want to see a move towards viewable impressions rather than served impressions and this was one of the key drivers for the production of this white paper.

Also, earlier in 2014 the World Federation of Advertisers (WFA) surveyed their global multinational brand members and they indicated that digital ad viewability and verification is one of their key topics this year³. In order to be able to increase online advertising spend comfortably, their advertisers are asking for new quality metrics that are able to positively influence their return on investment (ROI).

As shown in several studies⁴, there is a strong correlation between ad view times and advertising impact, which qualifies viewable ad impressions as a meaningful proxy for advertising impact. As a result several agencies have started to continuously track viewable ad impressions for their clients, while several publishers have replied to this industry request with trading models that are based on viewable impressions.

The Making Measurement Make Sense (3MS)⁵ initiative is a co-operation between the American Association of Advertising Agencies (4As), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB) and originated in the US in 2011 focused on five key areas; defining impressions, establishing audience currency, creating a standard classification of ad units, defining ad performance metrics and establishing brand attitudinal measures.

Within the defining impressions area the 3MS is establishing a new definition for digital ad impressions, making a recommendation that would count an impression if it was 'in-view' to the consumer. The initiative has been multi-staged and continues. 3MS and the Media Rating Council (MRC)⁶ developed a framework for viewable impression standard setting recognising that both measurement technologies and their customers needed time to prepare systems and processes for the new standards. In November 2012 the MRC published a formal advisory to the US market giving caution that systems and processes were not yet sufficiently compliant to follow the common standard. On 31 March 2014 the advisory was lifted, giving the advertising ecosystem in the US market the green light to transact on viewable impressions for the first time. The lifting of the advisory was based on

³ WFA Survey '2014 media priorities' (Oct 2013)

⁴ Meetrics research: Schematic representation; Meetrics increasing conversions White Paper
Introducing Time as an Effective Ad Metric, WebSpectator (January 2014) -
http://www.iabeurope.eu/files/6514/1199/7623/Webspectator_Research_GTS.pdf

⁵ A cross-ecosystem initiative founded by the American Association of Advertising Agencies (4As), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB – comprising media and technology companies responsible for 86% of online advertising in USA)

⁶ Media Rating Council (MRC): The MRC aims to secure for the media industry and related users audience measurement that is valid, reliable, and effective - <http://mediaratingcouncil.org/>

MRC's work to reconcile differences across accredited viewability vendors, aiming to strengthen the standards to reduce those differences to an acceptable level of between 5% - 10%, a level of variance consistent with that which has long been accepted across the media industry (the subject of a similar MRC reconciliation effort years ago).

The 3MS and MRC Viewable Ad Impression Guideline⁷ for in-page display advertising is:

- **Pixel requirement:** greater than or equal to **50% of the pixels** in the advertisement were on an in-focus browser tab on the viewable space of the browser page
- **Time requirement:** the time the pixel requirement is met was greater than or equal to **one continuous second**, post ad render.

In recognising new large ad formats the guidance allows the 50% rule to be lowered to 30% for ads sized at 242,500 pixels or greater (i.e. 970x250 pixels or larger). This reflects the likelihood that the larger advertising creative will be seen when only 30% of the content is in view.

In the last quarter of 2014 two further announcements were made, outlined below.

Firstly, on October 16th the MRC issued "Viewability Implementation Considerations"⁸ and explicitly stated, "The reality is, however, that it is unreasonable for advertisers, agencies and publishers implementing viewable impressions as measurement currency to expect to observe viewable rates of 100%."

Secondly, on December 16th IAB US made a statement⁹ heralding the collaboration among the digital trade association, the ANA, and the 4As that has stewarded the historic change in advertising measurement, but labels 2015 a "year of transition". It calls on advertising agencies, publishers, marketers, and advertising technology companies to work together to assure a new currency can be implemented by all companies in the digital advertising ecosystem. It reiterates the MRC October statement and recommends that marketers, agencies, and publishers adhere to the following seven principles during 2015:

1. All billing should continue to be based on the number of Served Impressions during a campaign and these should be separated into two categories: Measured and Non-Measured.

⁷ The 3MS / MRC Viewable Ad Impression Measurement Guideline -

http://www.mediaratingcouncil.org/063014%20Viewable%20Ad%20Impression%20Guideline_Final.pdf

⁸ Viewability Implementation: Background and Checklist of Key Considerations, MRC -

http://mediaratingcouncil.org/101614_Viewability%20Implementation%20Considerations_Finalversion.pdf

⁹ IAB Says 100% Viewability Measurement is not yet Possible -

http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-121614

2. Given the limitations of current technology, and the publisher observed variances in measurement of 30-40%, it is recommended that in this year of transition, Measured Impressions be held to a 70% viewability threshold.
3. If a campaign does not achieve the 70% viewability threshold for Measured Impressions, publishers make good with additional Viewable Impressions until the threshold is met. Such a guarantee assures that all paid measurable ad impressions will be viewable at a threshold that both exceeds the minimum standard and falls within observed variances.
4. All make-goods should be in the form of additional Viewable Impressions, not cash, and should be delivered in a reasonable time frame. Make-good impressions should be both Viewable and generally consistent with inventory that was purchased in the original campaign. Determination of threshold achievement is based on total campaign impressions, not by each line item. In other words, some line items may not achieve threshold, but others can compensate.
5. For large format ads, defined as 242,500 pixels or over, a Viewable Impression is counted if 30% of the pixels of the ad are viewable for a minimum of one continuous second, as noted in the “MRC Viewable Ad Impression Measurement Guidelines.”
6. All transactions between buyers and sellers should use MRC accredited vendors only.
7. A buyer and a seller should agree on a single measurement vendor ahead of time. The industry aspires to variances of no more than 10% between viewability measures provided by different vendors. All stakeholders must avoid costly, labor-intensive, error-prone manual processes of reconciling different sets of viewability numbers, hence the benefits of agreeing on a single vendor.

IAB US will revisit these transaction principles during 2015.

Following this announcement from IAB US, the American Association of Advertising Agencies (4As) sent a letter to some of its members reportedly saying that it did “not endorse” the 70% viewability threshold recommended by IAB US, with several of its members commenting on the topic publicly¹⁰ and reiterating their request for 100% viewable impressions for a campaign.

¹⁰ Ad-Agency Trade Group Rejects Online Ad-Viewability Guidelines, WSJ (December 2014) - <http://blogs.wsj.com/cmo/2014/12/21/ad-agency-trade-group-rejects-online-ad-viewability-guidlines/>

1.2 Viewable Impressions within the Context of the Wider Metrics Portfolio

A drive towards quality is at the roots of the new initiative to measure and report on viewable impressions. The lowering or even elimination of risk of over-counting ad impressions that were served out of view on the user's screen, perhaps below the screen fold (needing the user to scroll down), or maybe served on an out of view browser tab is the essence of the matter. Additionally lowering or eliminating the increasing risk of over counting caused by non-human traffic (NHT) that has contributed to an accelerated pace of development across our industry.

This step towards mitigating low quality ad inventory is a key move in the journey to make digital advertising more directly comparable to TV where 'opportunity for the consumer to view' or 'opportunity to see' an advertisement is the accepted tenet for brand advertising. Hence the origins of the term now commonly used in digital advertising as 'viewability'.

The importance of viewability as a qualitative performance measure can be assessed in the context of various factors, and viewed in relation to other metrics. When assessing the prospects of success for an online campaign these may include:

1. The quality of the environment
2. The quality of the media product
3. The quality of the campaign
4. The quality of the delivery

The quality of the environment is shaped by various criteria, such as the relevance of the content, the placing and proportion of content versus advertising positions, user loyalty, credibility, how topical it is, level of professionalism for example. The publisher is ultimately responsible for creating the environment according to these criteria.

The quality of media products is a result of the dimensions, the multimedia capabilities, and the functionality of advertising formats, as well as the environments and the target groups which can be reached. Publishers and sales houses offer a wide spectrum of premium products with a number of creative brand advertising possibilities and placements and so almost all possible combinations can be achieved. IAB Europe's Brand Builders¹¹ are a suite of six recommended brand advertising formats, offering a new branding environment to advertisers. Both static and dynamic (expandable) brand advertising formats are included in the suite to offer diversity to brand advertisers in their campaigns. The formats within the Brand Builders suite are blank canvases, the only prescriptive detail is the pixel dimension and the rest is to be decided on by the advertiser/ creative agency. Similar sized formats with more prescriptive detail such as

¹¹ IAB Europe Brand Builders -

http://www.iabeurope.eu/files/3713/9530/9256/IAB_Europe_Brand_Builders_Ad_Formats_Descriptions.pdf

the IAB Rising Stars¹² and the BVDW/IAB Germany Premium Ad Package¹³ can be accommodated within IAB Europe Brand Advertising Framework.

The campaign in itself is also a decisive factor in the success of the campaign. As a BVDW / IAB Germany study (The Power of Creation¹⁴) has shown, the design of a campaign is 50% of the cause for establishing eye contact, and 30% of the cause of viewing time.

The delivery of the campaign must ensure that the campaign also reaches the intended target groups. Proof of delivery in technical terms is given by a standardised count of advertising contacts, the 'ad impressions'. Alongside this quantitative figure, qualitative measurements are being increasingly used to assess a campaign. The measurement of the viewability of an advertising format is one of the most significant of these. In the calculation of the viewable impressions of a campaign, a threshold value is set. This threshold is composed of the visible area of ad format within the browser along with the minimum duration of visibility of this area (for example 50/1 > 50% area in view for at least one continuous second).

Industry focus is currently on the measurement of desktop in-page campaigns. Desktop in-stream and mobile will be the next stage and technical solutions for these areas are currently being worked on. Measurement of in-stream advertising formats is still being tested. Measurements of campaigns on mobile devices are currently not yet comprehensively applicable for all mobile advertising formats.

Advertisers are making ever-greater use of video advertising, alongside large-area display formats, for their branding campaigns. The need for qualitative and comparable measurements is increasingly felt for these advertising formats too. The main focus is on the proportion of the video ad that has been viewed as well as the length of time a video ad has been viewed and/or the proportion of the ad that is in-screen. View-through rate and view time can be recorded and evaluated directly by the player with current technologies.

As well as the measurement of viewable impressions by technical means, another key figure is decisive in the quantitative and qualitative assessment of campaigns: the relative proportions between the advertising areas, and the proportion to the content area, so-called 'clutter'. Advertisers calculate the effective CPM (cost per thousand/ mille) on the basis of the ad clutter, which makes this key figure an additional crucial product parameter. There is however no standard definition which could be used for the measurement and assessment of clutter. A pragmatic approach is the relationship of the booked advertising area to other advertising

¹² IAB Rising Stars - http://www.iab.net/guidelines/508676/508767/ad_unit/risingstars

¹³ BVDW / IAB Germany Premium Ad Package -

[http://www.bvdw.org/presse/news.html?tx_ttnews\[tt_news\]=3059&cHash=6c3dc6de26](http://www.bvdw.org/presse/news.html?tx_ttnews[tt_news]=3059&cHash=6c3dc6de26)

¹⁴ The Power of Creation, IAB Germany / BVDW (November 2013) - <http://www.bvdw.org/medien/chartband-der-ovk-studie-the-power-of-creation---deutsche-und-englische-version?media=5270>

areas in the directly visible environment, where a viewable impression measurement also provides the basis for measurement.

1.3 Other Quality Considerations including Brand Safety and Non-Human Traffic

There is a steadily rising proportion of platform-based business models in the digital media landscape. The European Programmatic market sizing study¹⁵ from IAB Europe revealed that online advertising revenues generated through programmatic mechanisms grew by 111% in 2013 and display programmatic will experience 33% growth¹⁶ in the next four years.

Platform business and the associated environment-independent access to media inventory, leads to new challenges in quality assurance. Above all, the fact that environments are unknown, and the way in which purchases can be made with no way to trace the nature or origin of the web traffic, creates uncertainty in the advertising industry. Therefore a main priority for the platform-based media industry is for quality standards to be established. These will ensure brand safety for operating campaigns and will prevent non-human traffic inventory from being sold. These difficulties may apply to a lesser extent to closed platforms operated by publishers and sales houses, which are filled with their own inventory.

¹⁵ European Programmatic Market Sizing, IAB Europe and IHS (September, 2014) -

http://www.iabeurope.eu/files/7114/1043/3802/IAB_Europe_Programmatic_Market_Sizing_Study_Sept_2014.pdf

¹⁶ CAGR (compound annual growth rate)

2

The Viewable Impressions Landscape in Europe

2.1 Perspectives **Publisher perspective**

from the Digital Advertising Ecosystem

The measure of viewable impressions along with geographic targeting, in target and served to humans is being adopted gradually by publishers as the technology has developed and improved.

It is welcomed by an increasing number of publishers as a way of providing brand advertisers with the measures they need to validate the investment in online and it is hoped that with increased validation the industry will see increased investment. Whilst there is substantial value for brand advertisers in the measurement of viewable campaigns there has been less interest for performance based campaigns although publishers are seeing usage of viewable impression measures as one way of tracking programmatic performance.

One of the technical considerations is to ensure consistency of measurement. Most companies measuring viewable impressions work within the 3MS / Media Rating Council (MRC) Viewable Impression Measurement Guideline (50% of pixels and one continuous second) and as an industry it is important to align on the method used to measure to ensure consistency. As viewable impression measures increase in their adoption across the industry robust training of campaign implementation is also crucial to ensure consistent and reliable results.

Viewable impression results to date have highlighted a gap between advertiser expectations and the norms across campaigns. Much of this discrepancy can be attributed to what is actually measurable and the MRC is quite specific in its guideline that only in-browser activity can and should be measured. This is an area on which the industry can collaborate on and find common solutions. As we see more audience and advertising in mobile, app, gaming and smart TV platforms viewability will need to evolve to measure these ad platforms.

Viewable impression measures are here to stay and with other verification measures are an effective way for brand advertisers to validate their investment. With this greater validation the publishers see this as a positive step to help give these advertisers the confidence they need to increase their investment in the medium.

European Association of Communications Agencies (EACA) perspective

Compiled and produced on behalf of EACA by: Jon Chase, Chairman, EACA Media Agencies Council

Within the digital advertising ecosystem, the associated issues of viewable impressions, non-human traffic, brand safety and brand reputation have become a growing concern. In certain digital media markets (e.g. US, UK and increasingly other Northern and Western European markets) various industry stake-holders have collaboratively identified the key challenges and begun to develop solutions.

EACA and its members (primarily the national advertising associations and major agency groups across Europe) fully understand the importance of this subject and are actively encouraging, supporting and contributing to the process of designing effective remedies.

Continuing technological developments are regularly changing the methods used to distribute and measure different online (and mobile) ad formats. This has led to, both, significant opportunities and challenges for those involved – agencies, advertisers, publishers and a range of other intermediaries (e.g. ad networks, ad exchanges, ad technology, market research and data companies etc.).

The available tech platforms and products can be used in a variety of ways, some of which need to be refined as the industry matures. These tools have, perhaps inevitably, been used by different operators for positive and negative purposes, particularly regarding the serving and viewability of digital ad impressions. Certain rogue operators have designed automated ad serving processes for their own financial gain which are confusing and misleading for the overall marketplace. There are also plenty of opinions combined with different facts and figures that complicate rather than simplify the reality – and make it challenging to reach a common understanding of the issues. It is, therefore, essential that the whole ecosystem comes together to resolve these challenges.

The potential scale of the problem has only recently begun to surface. Advertisers and their agencies are rightly concerned that a proportion of online media investment is being wasted. Different reports and sources quote very different numbers about the % involved – in truth, it will undoubtedly fluctuate enormously between brands and campaigns. In some cases, those responsible for digital budgets are increasingly under pressure to re-assess and re-prove the underlying accountability and effectiveness of online investment.

The degree of importance placed upon the issue does vary considerably depending on the level of client sophistication in digital media as well as the positioning and status of a brand. Unsurprisingly, the importance being far greater for those brands with a high investment in online media or those focused on premium audiences and placements. There are, however, still some advertisers who currently accept these

issues as a known reality of investing in the online marketplace and many others who are simply not yet aware (albeit this is changing fast).

In order to help solve these issues, it is critical for the digital ad vendors to work collaboratively with the agencies and clients. For example, at the moment, only paying for viewed ads (i.e. rather than 'served' ads) is a fairly nascent practice across Europe. EACA believes it needs to become the norm – as quickly as possible.

In some developed markets, trading is already happening in this way and will continue to accelerate. EACA's ultimate ambition and goal is to help ensure that 100% of the digital ads placed across Europe are viewed by humans within a brand safe environment. EACA will also continue to encourage and support all stakeholders in the ongoing efforts to evolve trading structures so that the significant majority of digital ads served are only paid for when viewed.

As agencies now have the technical tools and data available to understand and assess the viewability of impressions this is an important first step (i.e. previously the tools were only held in the hands of intermediaries). So, this provides agencies and brands some of the required tools to help police the supply side.

The agencies within EACA also strongly believe, however, that the media owners and digital vendors need to make this happen. The demand side (i.e. agencies and advertisers) will keep pushing and insist it happens quickly!

There is also a really important role for the relevant industry organisations (e.g. EACA and the national advertising associations, WFA, IAB Europe and other bodies representing the interests of media owners, research and data companies) to play in helping set up the right operating framework for all parties involved. This could manifest itself in a number of ways – potentially including:

- Putting in place industry benchmarks for what is and isn't acceptable (i.e. whilst the agency and client view is that all ads should be viewable, we need to work more closely with the supply side to develop a clear roadmap to achieving this goal)
- Facilitating the agreement of clear and consistent standards of measurement and metrics between all parties (i.e. currently, technology solutions differ in how they measure and attribute the quality of a digital ad impression – creates complexity and confusion in terms of trading, value assessment and accountability)
- Promoting the development of systems and communication channels that reward those who comply and as a consequence disadvantage those who do not comply

There is no doubt that improvements have been made in certain markets – in particular, the US and UK, but also within the Nordic markets, France and Spain. So

far, it has been more difficult to assess the situation in other European markets. EACA welcomes the efforts of IAB Europe to help improve the understanding and raise the profile of this issue across the region. EACA do, however, believe that more focus is required to harmonise efforts and implement solutions – not only in Europe, but across the world.

Nevertheless, with awareness comes action. There are some big steps being made in the European market, but things will only change for the better with collective, sustained education and pressure from relevant industry stake-holders (e.g. clients, media agencies and industry organisations such as EACA, WFA and IAB Europe). The more focused the message, the quicker positive change will take effect!

Ultimately, it's critical to fix all of the challenges outlined. Clients and their agencies want and need reliable data upon which to base planning, investment and trading decisions. Digital ad vendors need to ensure that the environment for brand investments are protected and that the ads are delivered in a highly accountable way. In addition, the industry must collectively ensure that money is not invested in places where it could support malpractice or the wrong kind of behaviour and content on the internet.

Before closing this section, EACA believe it's also relevant and important to set the 'viewability' issue in the context of the broader communications and media marketplace.

First, it is worth noting the significant volume and continuously evolving range of communications channels and routes to market in this digital, mobile and data centric era. The pace of change is truly unprecedented!

The plethora of innovative developments (particularly technological, data and audience targeting solutions) within this digital landscape have opened up significant opportunities to improve effectiveness and ROI for advertisers. In turn, however, whilst most client marketers recognise the importance of having a clear digital and data strategy, many find it challenging to understand and resolve the associated complexities. With this in mind, many clients are looking to their agencies to help them better understand a wide range of related questions, for example:

- How are our customers using digital and mobile ?
- What are the roles of digital and mobile in the customer journey and decision-making process?
- How can we transform our teams to better understand and act on these new dynamics?
- What is the right approach to using and amount to invest in digital and mobile within our overall comms mix?
- How do we evaluate which elements are working most effectively?

- How can we build touchpoint attribution into our measurement and analytics process?
- How concerned should we be about the process/accuracy of digital and mobile data collection, measurement and analytics? What is being done to improve these issues?

Secondly, for most advertisers and their respective agencies, the role of communications activity is multi-faceted. For some brands, engaging with their customers – existing and prospective – throughout their lives has become increasingly important. The effectiveness of media investments remains paramount in helping them to achieve their goals. Accountability is crucial. The role of the media agency in today's communications (media) planning process is typically based upon an evaluation of all consumer touchpoints and planning neutrality is a baseline expectation from advertisers.

Innovation and creativity are crucial, not only, in terms of ideas, but also regarding technology usage and trading techniques. As a matter of course, advertisers expect effective cross media integration, consistency of metrics utilised and look beyond brand exposure to effectiveness, engagement and measurable outcomes.

In conclusion: the broader context of the communications landscape serves as a welcome reality check and reminder that, whilst viewability is unquestionably a really crucial issue that needs to be resolved, it is only one of a range of important topics facing advertisers and agencies in our fast-moving world – often driven by ever-changing developments in technology, data and consumer behaviours.

Individual media agency perspective

Over the past year or so the issues of viewability, brand safety, and non-human traffic in regards to digital advertising have climbed up the agendas of advertisers, media agencies, publishers and advertising technology vendors. Media agencies have been at the forefront of addressing this issue in both the US and now in Europe.

The media agency's position on behalf of advertiser clients is simple – an ad that has no opportunity to be seen has no value. It is essential that audience and effectiveness measurements for digital channels are consistent with other media channels with common exposure, return on investment (ROI) and attribution reporting metrics.

The reality is, as always, much more complex. Many questions have come up around what constitutes a viewable ad, what should be measured, and which ad technology stack is best in measuring viewable impressions. Then at the commercial level we need to have the engagement of publishing partners who will agree to transact on a viewable basis. So far many of the answers to those questions have been varied and inconsistent, often resulting in ad hoc deal models

that differ advertiser to advertiser, campaign to campaign, and publisher to publisher.

In some European countries the marketplace has moved quickly, and these questions are being answered regarding viewable impression standards and measurement, often based on the learnings of the IAB in the US and the Media Rating Council (MRC) accreditation process. The US work has made some recommendations which can be considered in other markets with further developments and adaptations to meet specific needs.

Media agencies may look to build in specific optimisation requirements, or guaranteed viewable impression thresholds, which currently can be measured by any number of advertising technology partners. Media agencies will work to adopt a consistent approach to the digital marketplace on viewable impressions globally. However agencies recognise that the diverse European digital ecosystem gives us barriers to be overcome, with no consistent approach in Europe yet defined.

Media agencies and advertisers will increasingly seek to transact online digital buys for display (and hopefully video and mobile) brand communications on a viewable basis. Agencies have to be assured of accountability for our media placements, optimised performance in a brand safe environment and protection from non-human traffic and fraud. These are basic deliverables common for many years in the traditional print and TV media channels. Many publishers in the US, and now increasingly in Europe, are supporting viewable impressions based on the 3MS / MRC Viewable Ad Impression Measurement Guideline (50% of pixels and one continuous second), which was developed in collaboration with IAB US, but with no agreement over a workable video standard as yet.

The move to transact on a new viewable currency will require a re-assessment of the commercial bases, and there is much work to be done by publishers with media agencies / advertisers as new deals are being made. These are conversations media agencies welcome, as our actions are designed to benefit the advertisers, representing our trading leadership in the industry. Media agencies will continue to contribute in the drive for a consistent approach to these viewable transactions – specifically, how we define a viewable digital impression and the ad technology partners we use to measure them.

Trading desk perspective

For trading desks, the concept of viewable impressions is not new it has been talked about for years and it is now finally getting the proper attention it deserves. The focus has shifted from the served impression to the viewable impression.

Clients use media agencies and their trading desks to get the best viewable media at the lowest price. When buying within an open exchange it is hard to guarantee

quality at the lowest price where there is much less control. That is why programmatic premium is also gaining importance.

Trading desks are now embracing viewable impressions to enhance campaigns and are moving forwards in the buying and optimising of display advertising by measuring the effect of exposure metrics (surface of the ad exposed and impression duration) and adapting buying criteria advertiser to advertiser.

It should be clarified that viewability is not an objective in its own right; it is a form of measurement which drives performance against a certain set of objectives. It is more helpful to view viewability as an input into the optimisation process. Trading desks use viewable impressions to optimise towards maximising performance. Low viewability means trading desks can optimise away from those placements as they don't see performance on other objectives. Lots of different levels of viewability are considered and their impact on performance is assessed. Clients can benefit from the integration of viewability measurement into systems and we are also beginning to see the emergence of unified reporting which gathers all metrics, including viewable impressions, into one single dashboard.

For brand advertisers, viewable impressions are an effective display metric as they ensure that trading desks buy ads that can be seen, thus reducing wastage. By optimising towards viewable impressions with higher exposure time, trading desks can also deliver campaigns with stronger brand recall and awareness for their clients.

Trading desks are starting to work closely with publishers who realise that if they create more viewable inventory then they will acquire more advertiser budget. The most advanced trading desks may even apply viewable impressions measurement to direct response campaigns, by offering a post viewable impression conversion targeting and therefore ensuring the genuine added value of display marketing is better accounted for.

Overall, viewable impression measurement represents the first step in our industry towards an entirely new approach to buying and optimising display advertising. Moving beyond ad frequency optimisation towards time of exposure optimisation should drive up ROI for all advertisers and it should encourage performance marketers to move away from using solely click-based metrics. It is important to see viewability an important piece in a broader 'trust' topic where the industry will build further standards.

2.2 UK

Perspectives from Markets across Europe*

IAB UK formed the Viewable Impressions Cross-Industry Working Group¹⁷, comprising of representatives across the online advertising industry, to review the findings, results and recommendations from bodies such as 3MS and the MRC.



In April 2014, aligning with IAB US, 3MS and the MRC, IAB UK in collaboration with other UK industry trade bodies issued the first viewable impression guidelines to the market for standard display ads, paving the way for those parties wanting to trade on viewable impressions to do so consistently. The recommendations¹⁸ state that 50 per cent of pixels must be in the viewable portion of an internet browser for a minimum of one continuous second to qualify as a viewable display impression for a standard display ad. For larger canvas formats (at or in excess of 242,500 pixels) such as the IAB Rising Stars or IAB Europe Brand Builders ad formats, given their substantial size, the guidelines state that 30 per cent of pixels must be in the view for a minimum of one continuous second to qualify as viewable.

It should be noted that these are baseline recommendations to be used as a reference point to facilitate consistency, and thus trade across the market. It is not mandated that these guidelines are used in each and every circumstance. If buyers and sellers wish to and can agree to trade using different viewable impression metrics, then they should feel free to do so.

Although much progress has been made, some work remains to be completed. Recommendations for video and mobile have not yet been determined in the UK, but will be worked on in collaboration with IAB Europe in 2015 and beyond respectively. Of particular importance over the next few months is the reduction of discrepancies between competing providers of viewable impression measurement, which in some cases has been found to be substantial.

¹⁷ The IAB UK Viewable Impressions Cross-Industry Working Group is composed of the following companies and organisations: ABC, agenda21, Alenty, AOL, Association of Online Publishers (AOP), comScore, FT, Google, Guardian, InSkin Media, Integral Ad Science, Incorporated Society for British Advertisers (ISBA), Institute of Practitioners in Advertising (IPA), Internet Advertising Bureau (IAB), Meetrics, Microsoft, News UK, Nielsen, OMD, Quantcast, Sizmek, Telegraph, The7stars, Tremor Video, TripAdvisor, TubeMogul, Vibrant Media, Vindico, Unanimis and Yahoo.

¹⁸ For more information regarding viewable impressions in the UK, please refer to the viewable impressions section of the IAB UK website: <http://www.iabuk.net/viewability>

* The markets are ordered (highest to lowest) according to their online advertising spend as reported in the IAB Europe AdEx Benchmark 2013 report - http://www.iabeurope.eu/files/8014/1111/3050/IAB_Europe_AdEx_Benchmark_2013_Report_v3.pdf

In 2013 a UK specific viewable impressions testing framework, similar to the MRC's, was designed by ABC and endorsed by the Joint Industry Committee for Web Standards (JICWEBS)¹⁹ to test the capability of providers to measure viewability²⁰.

In an effort to address and reduce discrepancies, these principles are being amended (envisaged by Q1 2015). Moving forward, those wishing to be accredited will need to make the relevant changes to their reporting and/or platforms to receive UK accreditation.

At this stage it is still too early to tell if viewable impressions will affect pricing since trading on viewable impressions is currently inconsistent across the UK market. Publishers have and continue to face a considerable body of work and investment to test partners to measure viewability of their properties, establish the impact on yield management and inventory forecasting, and reviewing site architecture in relation to ad placements. What is certain however is shifting towards viewable impressions could unearth the true brand effectiveness of digital advertising, given that past digital effectiveness studies have taken into account viewed and non-viewed ads, when compared to other forms of media.

In summary, moving to viewable impressions offers the valuable prospect of guaranteed impacts for advertisers, who in the UK in 2013 spent €2.19bn on digital display. As with any significant methodology change, the new standards will require a settling in period, but thinking in the UK is that they will deliver important benefits for marketers and publishers. Harnessing the unique strength of online, brand advertisers will enjoy greater accountability, whilst allowing publishers to maximise the value of their inventory.

Germany



The measurement of viewable impressions has become an increasingly relevant topic in the German market in the last two years. Agency Groups now book parts of their campaign with viewable impression goals. These goals differ according to

¹⁹ JICWEBS is a cross-industry initiative comprising of the following industry bodies: AOP (Association of Online Publishers), IAB UK (Internet Advertising Bureau), IPA (Professional body for media agencies), ISBA (The voice of British advertisers), NMA (News Media Association) facilitated by Richard Foan from ABC (Audit Bureau of Circulations) -

<http://www.jicwebs.org/>

²⁰ JICWEBS Viewability Product Principles - <http://www.jicwebs.org/agreed-principles/viewability-product-principles>

Also see section 3.1 Testing Frameworks

multiple parameters such as the objective of the campaign, the formats or the placement. There is, as for other quality metrics, no fixed value or guideline, e.g. 50% and 1 second, in place.

The demand for viewable impressions from agency groups varies and consequently the publishers and sales houses offer inventory based on different specifications.

The measurement of viewable impressions is, at this stage, another metric to ensure the quality of digital advertising. In comparison to the US and some European markets, viewable impressions have not turned into an 'agreed' digital advertising currency metric yet. The primary reasons for this are a) the measurement discrepancies between the single measurement providers are significant and b) currently, there is no standardisation of measurement in the German market which makes potential discrepancies comparable.

The BVDW (IAB Germany) has set up a technical commission in order to finalise a guideline on measuring viewable impressions which sets the parameters for comparable measurement. The technical commission consists of representatives of the media agencies, measurement providers and publishers and co-operates with IAB Europe's Brand Advertising Committee and Ad Viewability Task Force. By setting up the guideline for the German market, important content and handling drivers, such as the 3MS / MRC Viewable Ad Impression Measurement Guideline will be analysed and potentially applied.

Once the guideline is finished, the technical commission plans to realise workshops in order to foster the understanding for the new metric in the German market. More detailed information can, according to the current plan, be given early 2015.

France



There is not an official viewable impressions measurement standard or guideline in France currently, but many media agencies and sales houses use the 3MS / MRC Viewable Ad Impression Measurement Guideline. However there are some discrepancies in the French market, as some modify these standards but this is not done regularly as it can create some differences within a campaign and effect comparing campaigns. The market accepts this guideline as a starting point but would like to see higher standards, for example the video guideline (50% and two seconds) is not considered to be enough.

IAB France is not currently undertaking any initiatives regarding viewable impressions, but Mediametrie, has defined a Digital video GRP, which takes into account both the total duration viewed and the viewable area. Mediametrie

decided to integrate a viewable impression tool into the field of expertise for their digital partners on the video GRP topic.

Italy



Viewable impression measurement is at an ‘early stage’ in Italy; currently viewable impressions are not yet a standard metric, used in every media plan, unlike other quantitative and qualitative metrics that have been consolidated over the years and taken into account in all media plans.

There are of course specific media plans requested by different market players on behalf of big investors who consider the measurement of viewable impressions as an essential metric in any digital display advertising campaign.

In the past few months, however, the discussion on how to use this metric, amongst others, has become increasingly relevant between publishers, media agencies, advertisers and associations. These discussions have been accelerated by the growing demand of several top investors who started asking to measure the amount of viewable impressions and to consider them determinant in fixing the price with publishers.

There is no standard in the Italian market, currently, on the type of tools or services used to validate viewable impressions as part of a display advertising campaign (although there are several vendors measuring and validating viewable impressions) nor on the way of using this metric for determining the price of a digital display advertising campaign.

It is expected, however, that the recent drive of advertisers and media agencies and the increasing focus on the topic will lead Italy to consider viewable impressions as a key metric that will orientate both advertising investments and the way the price is determined on advertising campaigns. This is also likely to lead to the definition of a guideline or standard, accepted both by those who buy and those who sell advertising spaces, and to the determination of a standard tool for the validation of the delivery.

In this respect IAB Italy, as part of a working group dedicated to standards, is leading the discussion on the topic between different associations (IAB Italy – National Interactive Advertising Bureau; Assocom – Association of Communication Companies; FCP-Assointernet – Federation of Sales Houses; Unicom – Association of Italian Communication Companies; UPA – Advertisers’ Association)²¹ in order to define and share a market standard or guideline on the measurement of viewable impressions.

²¹ IAB Italy – www.iab.it; Assocom - <http://www.assocom.org/ita/>; FCP - <http://www.fcponline.it/>; Unicom - <http://www.unicomitalia.org/>; UPA – www.upa.it;

The Netherlands



The Netherlands is in the top 6 of EU countries based on digital ad spend (source: IAB Europe AdEx Benchmark 2013) and growth continues. As the digital advertising industry matures there is an increasing need for standardised metrics, starting with a clear definition of a viewable impression.

IAB Netherlands has formed a task force which decided to adopt the 3MS / MRC Viewable Ad Impression Measurement Guideline as of September 2014.²² The main goal was to prevent a proliferation of different definitions. The recommendation was presented to a group of publishers, vendors and advertisers during a breakfast session.

The task force's main goals now are to:

- Educate: inform the market about the viewable impressions guideline, give context explain the pros and cons to publishers, agencies and advertisers.
- Regulate: vendors are measuring in different ways, which leads to discrepancies in results. By setting the standard it will be clear to vendors what needs to be measured and in what way. The goal is to diminish the differences we currently see.
- Inspire: Inspire the market in revenue models based on viewable impressions.

Sweden



Whilst most publishers have a system that can sell and measure viewable impressions in Sweden trading on them is low.

Stakeholders measure viewable impressions differently; buyers, agencies and publishers use different systems with different algorithms and therefore there is currently not a standard or guideline that the publishers sell and report on.

IAB Sweden's Display Task Force has viewable impression measurement on its agenda as a priority, to identify new measurement points for the industry to get away from the cost per click (CPC) for display ads.

²² IAB Netherlands introduced international viewability standard (September 2014) - <http://www.iab.nl/laatste-nieuws/iab-nederland-introduceert-internationale-viewability-standaard/>

Spain



Media agencies do not frequently use viewable impressions in their planning currently and therefore there is not an official viewable impressions standard or guideline in Spain. However there are many informal discussions being initiated in the market and the topic will be one of IAB Spain's main focuses for 2015 within the Branding Committee with initiatives such as breakfast events and workshops will be undertaken.

Denmark



There is not an official viewable impressions standard in Denmark currently as a limited number of companies trade on viewable impressions. However there have been discussions with vendors about steps required and the potential benefits that such a move could bring to the market.

Austria



Viewable impressions have been measured by media agencies in Austria since late 2010. While the gained metrics were initially used as an extension to other quality metrics, more and more agencies have started using the viewable impression values to calculate viewable CPMs that are used in the planning and trading process.

This has been followed by publishers that introduced viewable impression products. For example, the third largest stand-alone webpage (based on ÖWA Q2, 2014 reach numbers²³) derstandard.at has started to sell only viewable inventory based on a 60% and 1sec guideline in 2013. Soon thereafter, the largest sales house, ORF Enterprise, introduced a guaranteed viewable impressions product (90% and 10sec) in May 2014. Other market participants have also come up with similar products since then.

Based on these market developments IAB Austria has set up a technical commission which published a guideline on viewable impression measurement in June 2014²⁴ based on the 50% and one second guideline from 3MS and the MRC. The guideline also incorporates special ad formats which are of huge importance in the Austrian market, such as the scalable sidebar ad. Since this format takes up much of the available space (typically at the right side of the content), it does not stick to predefined pixel dimensions and could in the worst case be resized to a

²³ ÖWA Q2, 2014 reach numbers -

<http://www.oewa.at/index.php?id=16851&sort=DESC&by=visit&cat=gesamt#ea>

²⁴ More details of the IAB Austria guideline can be found here in German: <http://www.iab-austria.at/digitale-wirtschaft/guideline-viewable-ad-impression/>

1x2px ad that would, in a narrow understanding of a viewable impression standard, focus on a relative size requirement (e.g. 50%) and still qualify as a fully viewable ad impression. In order to achieve a workable definition of viewability for this format, IAB Austria decided on a minimum pixel requirement for this format. The results were presented during an IAB Impulse Workshop that gave the floor to a set of technical vendors, agencies and publishers in order to foster the understanding for the new metrics in the Austrian market.

Finland



Whilst publishers in Finland have the capability to sell and measure viewable impressions only a few have monetised this opportunity. Currently, only two large publishers are selling viewable ads and the ad server is delivering campaigns to its viewable impression targets. There are other brand advertising products which account for time spent and its effectiveness but these are still not used in pricing models in Finland. Viewable impressions are also very important to the buy side, especially for programmatic trading, as brand advertisers want their ads to be viewable.

In November 2012 the previous IAB Finland Online Advertising Working Group published a recommendation²⁵ of 50% of pixels and one continuous second, following the 3MS / MRC Viewable Ad Impression Measurement Guideline.

Central and Eastern Europe (CEE)

At the moment viewable impression measures are far from widespread or widely used. Occasionally, it is requested by multinational advertisers in regional campaigns. The general view on viewable impressions is that the technology background is not settled, even on the more developed markets. The most popular ad servers on the market (Adverticum and Adocean) are in testing phase. So most of the players, even though they are interested, are waiting to see which technology solutions work and what the market consequences of trading on viewable impressions are. A faster paced change could be caused by the development of programmatic trading where most of the tech vendors are capable of measuring viewable.

²⁵ More details of the IAB Finland recommendation can be found here in Finnish: <http://www.iab.fi/media/pdf-tiedostot/standardit-ja-oppaat/121121inscreenmittauksenmritelm-2.pdf>

Some local initiatives within the CEE region are outlined below.



In **Poland** some publishers' ad serving platforms have their own viewable impressions measurement and there are local research agencies offering solutions too but currently there is no demand or awareness of the topic among advertisers yet. IAB Poland is working on a 'Development perspectives of online advertising in Poland' in which the topic of viewable impressions will be covered and officially communicated by the local IAB for the first time.



IAB **Hungary** is working on a viewable information package - synthesising and localising both the US and European guidelines and adopting them to the Hungarian market. So far, IAB Hungary has held a workshop on the topic where they were able to collect the most common questions and the current knowledge on the market. It was clearly visible that information, guidance and education is needed, but we still have a long way to reach a widespread industry consensus on the topic.



IAB **Romania** is aiming to inform the market by distributing the materials published by the IAB in the US and Europe.

2.3 Viewable Impressions and Programmatic Trading

Programmatic media buying is often associated with Real Time Bidding (RTB), which allows advertisers to target audiences more effectively and efficiently by using data at scale²⁶. But programmatic media buying has evolved far beyond RTB and is forecast to impact the majority of digital media buying as it becomes a way to automate processes that once were manual.

With programmatic, it is now possible to target audiences across multiple websites, not only on dozens. As a result, the traditional methods of ad verification in which buyers visually check the quality of the content, layout and advertising become impossible.

The lack of manual verification allows lower quality sites to sell their inventory on a level playing field with more premium content. This can have significant advantages for the buyer, who is able to access target audiences at a lower cost, but can also result in lower inventory quality scores across programmatic campaigns than in the

²⁶ IAB Europe Programmatic Trading White Paper (July 2014) provides an introduction to Programmatic Trading including company-neutral, simple explanations and a glossary of key terms - <http://www.iabeurope.eu/research-and-papers/iab-europe-programmatic-trading-white-paper>

traditional media buy. Several benchmarks show that campaigns that run on exchanges can have lower viewable impression rates than campaigns that run on premium sites. While this may not matter to an informed buyer that is using programmatic tools effectively, it can have significant consequences for campaign effectiveness where the buyer is unprepared and unaware.

Therefore, viewable advertising impressions and programmatic trading and fulfilment become interdependent and greatly benefit from each other.

First, automation makes it possible to set-up viewable impression measurement in campaigns and this is becoming increasingly popular.

Automation also enables buyers to blacklist sites that under-perform. On premium campaigns, it is sometimes difficult to modify a media plan on the fly. So, optimisations are easier to do on ad-exchanges. For instance, it is possible to use past data to decide in real-time whether to buy one given impression or not. In this case, a viewable advertising rate is used as a probability that the ad will be viewable (remember, the ad is not bought at the moment the decision is made). So, buyers can set their own viewable impression thresholds, and decide not to buy on sites where viewability is lower than 40%, for instance.

Another method to leverage viewable impressions on programmatic platforms is to dynamically adapt prices to predicted viewability. An ad that is only 20% likely to be viewable can be purchased for half the price of an ad with a 40% viewability rate. For both sites, the price per viewable impression is identical. This is a way to incentivise sites to increase the quality of their inventory. The better the quality, the higher the CPMs (cost per thousand/ mille).

Programmatic platforms can adapt to let the market trade on viewable impressions. This holy grail of media buying requires a strong integration of ad serving platforms and viewable impression measurement. Even though guaranteed viewable impressions is a strong need of premium media buyers, this kind of trading is developing on programmatic platforms ahead of the rest of the market.

Other deep, long-expected evolutions are made possible by the conjunction of programmatic and viewable impressions. For instance, new attribution models can deal with the problem of post-view conversions that are credited to an ad that the user did not see. Further, they are not conflicting concepts. On the contrary, programmatic will largely benefit from viewable impressions, and at the same time, viewability get its full power on programmatic platforms.

3

Testing Frameworks, Key Definitions and Terms

3.1 Testing Frameworks

Setting formal standards, definitions, commercial terms and operational procedures across Europe for how viewable ad impressions are traded and managed is an important step forward for our industry.

Embracing the change will ensure a more level playing field within the digital media sector and in comparison with other media channels. It will also help promote increased efficiency and trust as digital media is increasingly traded across national, regional and international borders.

Shifting practices and mind set towards 'viewability' has ramifications that will bring initial dislocation. For stakeholders responsible at national market level for the establishment of local standards efficiencies that are gained through harmonisation with an increasingly international standard should be front of mind in order to enable the widest plurality of best practice advertisers, agencies, publishers and technology vendors to participate in and thrive. This also allows for international advertisers and publishers to evaluate delivery across the globe with comparable measurement which is important as they attempt to optimise their marketing investments and publishers' viewable ad inventory, respectively.

At the time of writing few European countries, via a national IAB or other body, have formally adopted an official standard metric for measuring viewable ad impressions. It is noteworthy, however, that the IABs of UK and Netherlands have adopted the same standard as the US for their members and markets. Significantly the UK's Joint Industry Committee for Web Standards (JICWEBS) group has taken on the role of developing methodologies for testing technology vendors in accordance with its industry agreed 'Viewability Product Principles' and the UK's ABC (Audit Bureau of Circulations) has released the first test results performed on four vendors²⁷. The Netherlands, meanwhile, is currently examining its policy towards testing and accreditation now that the standards and definitions in principal have been agreed.

Enabling the development of testing frameworks with a consistent approach across Europe will be important in delivering a harmonised opportunity for brand marketers. IAB Europe aims to bring together the relevant stakeholders to build principles which can be used by the local markets moving forwards.

²⁷ The full details of the first comparative ABC testing of ad Viewability measurement vendors is available at: http://www.abc.org.uk/Documents/Viewability/ABC_ViewabilityReport_Nov14_FINAL2.pdf.

The tests that ABC ran for this initial study compare four vendors' ability to measure on several browsers - Firefox Windows, Chrome Windows, IE8 Windows, IE11 Windows, Safari Mac OS – across the following seven criteria:

1. Ad is in view but served within multiple cross-domain IFRAMES
2. Browser window is moved off viewport
3. Page is scrolled away from ad
4. Browser is resized so that less than 50% of ad is visible
5. Page carrying ad is opened in a hidden page
6. Page carrying ad is opened in a hidden tab
7. Page carrying ad loses focus

3.2 Key Definitions and Terms

There is as yet no formal adoption of definitions across Europe. The following definitions are taken from the Making Measurement Make Sense (3MS) and Media Rating Council (MRC) Viewable Ad Impression Measurement Guidelines²⁸.

Viewable Ad Impression – ‘an Ad with the Opportunity to be seen’

A served ad impression can be classified as a viewable impression if the ad was contained in the viewable space of the browser window, on an in-focus browser tab, based on pre-established criteria such as the percent of ad pixels within the viewable space and the length of time the ad is in the viewable space of the browser. It is recognised that an ‘opportunity to see’ the ad exists with a viewable ad impression, which may or may not be the case with a served ad impression.

Currently the pre-established criteria is stated as at least 50% of the ad being viewed for one continuous second or more for display ads (see section 3.3).

Viewable Browser Space – ‘the new way to say ‘Above the Fold’

Advertisements and content associated with each page load can appear either within or outside the viewable space of the browser on a user's screen—i.e., that part of the page within the browser that a user can see. This is similar to the concepts once referred to as ‘Above the Fold’ (i.e., within the viewable browser space) and ‘Below the Fold’ (i.e., outside the viewable browser space).

The ‘fold’ was traditionally considered to be where the initially-loaded viewable space of the page ends – so advertisements and content above the fold were considered likely to be viewable upon load, and for content below the fold, it was considered necessary to scroll to in order for that content to be viewable. In reality, the location of the fold, and consequently the viewable status of advertising and content, is variable based on the browser settings of the user (resolution, font size,

²⁸ The 3MS / MRC Viewable Ad Impression Measurement Guideline -

http://www.mediaratingcouncil.org/063014%20Viewable%20Ad%20Impression%20Guideline_Final.pdf

window size, etc.) and there are generally four locations (top, bottom, left and right sides) where advertising and content may be cut-off from being viewable based on user actions and settings. Upon initial page load, advertising or content placed at the top and left side of the page is most likely to be viewable, however this can change if content or ads are obscured by overlays or with further user action (scrolling*) coupled with latency; therefore, placement and viewable status are separate attributes to be assessed .

*(*Note: this latter comment on ‘scrolling’ is significant for the growing trend for continuous page feeds, such as those seen in popular social media sites, where a substantial portion of the content is rendered on a single page that continues to load as a user scrolls through the content.)*

I-Frames – ‘section of webpage where an ad server can place an Ad’

The sections of a website/webpage that display ads served from a third party ad server that limits the access of that ad server solely to the code of the page. I-Frames can be nested, essentially creating a ‘chain’ of serving instances from serving partners. An I-Frame associated with a placement where the ad tag is located on an HTML document loaded from a domain other than the domain of the document on which the I-Frame was rendered is called a cross-domain I-Frame.

Invalid Impressions

Impressions that do not meet certain ad serving quality or completeness criteria, or otherwise do not represent legitimate ad impressions that should be included in impression counts.

Among the reasons why an ad impression may be deemed invalid is it is a result of non-human traffic (spiders, bots, etc.), or activity designed to produce fraudulent impressions (see definition of Fraudulent Impressions).

Undetermined Ad Impression

Served impressions where the viewable status cannot be determined because of any conditions that do not allow that decision to be made. For example: (1) if cross-domain I-Frames block the viewable determination, (2) clients not supporting Java script, and/or (3) any other issues where browser settings or serving conditions disallow verification of the ad position on the page or the time-viewed.

Fraudulent Impressions

Impressions that result from an intentionally deceptive practice designed to manipulate legitimate ad serving or measurement processes or to create fictitious activity that leads to inflated counts. All fraudulent impressions are invalid (but not all invalid impressions are fraudulent), and impressions known to be fraudulent can never be viewable impressions. Some viewable impression measurers apply additional techniques to identify suspected fraudulent impressions subsequent to

making a viewability determination about an ad, and account for these in their reported impression counts.

(Additional Note from MRC: As used in these guidelines, Fraud is not intended to represent fraud as defined in various laws, statutes and ordinances or as conventionally used in U.S. Court or other legal proceedings, but rather a custom definition strictly for advertising measurement purposes.)

Recommended Dashboard Measures

Note: It is recommended that the following measures (at least) are reported when evaluating a campaign for viewability. No single measure should be taken on its own as the full picture enables the user of the data to understand how many ads were measurable, viewable and non-measurable. The following definitions are summaries from the MRC documentation:

Measured Rate

A calculation of the sum of Viewable Impressions + Non-Viewable Served Impressions** as a percentage of Total Served Impressions.

This helps the user of the data understand how many impressions of the total ads served in a campaign were able to be measured.

*(**Note: Total Served Impressions signifies total impressions served less STANDARD filtration that includes IAB listed Robots and Spiders, (In)Valid browsers and internal traffic which are filtered from the Gross Impressions prior to reporting on Viewability. For clarity Total Served Impressions would include all impressions served regardless of whether tracking tags were or were not placed onto the ad content.)*

Viewable Rate

A calculation of Viewable Impressions as a percentage of the sum of Viewable Impression + Non-Viewable Impressions.

This helps the user of the data understand how many Measured impressions were able to be viewed.

Impression Distribution

The percentage count of Viewable Ad Impressions over Total Served Impressions***, compared with the percentage count of Non-Viewable Ad Impressions over Total Served Impressions and compared with the percentage count of Undetermined Ad Impressions over Total Served Impressions.

This helps the user of the data understand the overall measurability of the campaign at the time of evaluation.

*(***Note: for clarity again, Total Served Impressions are net of standard filtration and include all impressions, regardless of whether tracking tags were or were not placed onto the ad content.)*

It's also worth noting that there are existing IAB US Measurement Guidelines²⁹ that stipulate ad impression counting should include:

- Client Side Counting
- Filtration of Non-Human Activity and Invalid Activity
- Cache Busting
- Differentiation of Significant Auto-Refresh versus Human-Initiated Activity
- Differentiations of Impressions Served in Situations of Out-Of-Focus or Obstruction
- Disclosure of Material Internal Traffic

Full disclosure by publishers, portals, ad servers, ad networks and exchanges and specifically in the context of viewable ad impressions, transparency of measurement processes should apply to all measurers of viewable impressions, including third party measurers.

3.3 Guidelines and Measurement

Having established the definitions the 3MS and MRC developed guidelines for what actually counts as a viewable impression.

Viewable Ad Impression Guideline for in-page display advertising

The 3MS and MRC Viewable Ad Impression Guideline³⁰ for in-page display advertising is:

- **Pixel requirement:** greater than or equal to **50% of the pixels** in the advertisement were on an in-focus browser tab on the viewable space of the browser page
- **Time requirement:** the time the pixel requirement is met was greater than or equal to one continuous second, post ad render

Critically '*post ad render*' means that the calculation of an impression's 'viewability' must occur in the right order – the ad must render onto the page (via the I-Frame) and then at least 50% of the pixels must be located within the Viewable Browser Space for the required time period.

Viewability is intended to measure 'opportunity to see' it does not intend to measure actual ad recognition or recall. Both recall and recognition are impacted by other factors and are potentially dependent on more subjective criteria such as the product's brand, the ad's creative design, the viewer's colour taste, the context of the ad within the content on rest of page and many more. Therefore as a baseline it

²⁹ IAB US Ad Impression Measurement Guidelines (September 2004) -

http://www.iab.net/media/file/Global_meas_guidelines.pdf

³⁰ The 3MS / MRC Viewable Ad Impression Measurement Guideline -

http://www.mediaratingcouncil.org/063014%20Viewable%20Ad%20Impression%20Guideline_Final.pdf

is simple to appreciate that the in-view measure aims to be an objective qualitative measure that simply answers the following questions:

- Was the ad served?
- Was it in-view?
- Was there an opportunity for the user of the device to see it?

Viewable Ad Impression Guideline for video advertising

The 3MS and MRC have also produced a recommendation for video advertising (see below). At this stage viewable impression measurement for video advertising in Europe is in a testing phase.

To qualify for counting as a viewable video ad impression, it is required that two 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 two seconds of the video ad; any unduplicated content of the ad comprising two continuous seconds qualifies in this regard.

Minimum Polling Requirements

In some cases, the measurement of the time an ad is viewable is conducted by polling or taking 'snapshot' observations of the banner within the viewable browser space. For consistency the guidelines require that polling is conducted at least every 100 milliseconds for Viewable Display Ad Impressions and at least every 200 milliseconds for Viewable Video Ad Impressions. Therefore at a minimum 10 consecutive positive observations have to be made in order for an ad to be counted as viewable.

Polling requirements do not apply in cases where browser events (e.g., show, hide, scroll, etc.) trigger viewability measurement. They are critical for techniques popularly described as 'browser optimization' but are not necessary where the browser actively 'tells' the measurement code that an event has occurred that makes it appropriate to assess the viewable status of the ad.

Cross Domain I-Frames and impact on measuring Viewability

Third party ad serving via networks and exchanges can be performed via 'nested' or cross domain I-Frames. In essence these might be considered as 'I-Frames within I-Frames'. Viewability measurement is highly complex in this area. Security restrictions prevent the measurement technology from 'seeing through' into the further nested layers of an I-Frame in order to make precise measures. MRC guidelines at present encourage fuller disclosure of a technology vendor's capacity to measure ads served in cross domain I-Frames, to report a 'see through rate' and ultimately for all parties to review and potentially limit the use of nested I-Frames overall.

A recent reconciliation study from the MRC describes the differences in approaches³¹. As a high level and general observation measurement of viewability in Webkit (e.g. Safari and Chrome) browser environments compared to Internet Explorer and Firefox based browsers is the area where new research and developments will likely emerge.

Reporting Viewability Results

It is recommended at this time that ad impressions are reported in three distinct categories:

1. Viewable Impressions
2. Non-Viewable Served Impressions
3. Impressions with Viewable Status Undetermined

The sum of the three counts above would equal Total Served Impressions, where Total Served is post-normal filtration of robots & spiders, invalid browsers and internal traffic.

From these data points the following rates may then be calculated:

- ‘Measured Rate’ = (Viewable + Non-Viewable) / Total Served Impressions
- ‘Viewable Rate’ = Viewable / (Viewable + Non-Viewable)
- ‘Impression Distribution’ = Viewable / Total Served; Non-Viewable / Total Served ; Status Undetermined / Total Served

Category	Count	Measured Rate	Viewable Rate	Impression Distribution
Viewable Impressions	300	50%	60%	30%
Non-Viewable Served Impressions	200			20%
Impressions with Viewable Status Undetermined	500			50%
Total Served Impressions.	1000			

A holistic view of the complete dashboard for analysis of viewability is recommended to understand the success of a campaign. The Viewable Rate, being a percentage of only Viewable + Non-Viewable impressions, excluding ‘Undetermined Impressions’ in the denominator is intentional. Since measurement technologies have some blind spots it is considered appropriate to not factor ‘undetermined’ as ‘non-viewable’ unless any subsequent data can objectively prove otherwise. Simply – the viewable rate should be based on positive data of what is known, and should not be based on unknowns.

³¹ Media Rating Council - Ad Verification Vendor approaches (October 2014) - http://mediaratingcouncil.org/101614_AdVerification%20disclosures%20PostReconciliation.pdf

3.4 The Role of Contact Quality Metrics

The goal of advertising is to influence the thinking or actions of the target audience. To achieve this objective, campaigns must deliver a combination of reach and frequency that puts the message in front of the audience in as engaging manner as possible. In an increasingly complex multi-screen world this is getting harder to achieve; so advertising quality metrics are becoming ever more important.

The notion of advertising contact quality is often a mix of ideas around brand safety, viewable impressions and non-human traffic. Indeed, the latter two measures are starting to converge as viewability moves toward a focus on impressions that were ‘in-view’ for an actual human. However, it is important to retain a level of distinction between brand safe and viewable as they mean very different things, though both will influence whether the campaign achieves its overall objective as outlined in the table below:

Performance criteria	Metrics or method
The ad is served to a human being	Requires a bot/ non-human traffic detection system
The human being belong to the targeted group	Is managed with media planning or targeting, and is verified with panels.
The ad is viewable to this human being	In recent IAB Europe research ³² 85% of brand advertisers want to see a move towards viewable impressions. Can be measured by an agreed definition e.g. the Media Rating Council (MRC) Viewable Impression Measurement Guideline (50% of pixels and one continuous second).
The message is actually viewed by this human being	In the same research 73% of advertisers reported that ‘time spent’ is now a key metric for them. This is handled by measuring the viewability duration of the ad. Some studies like CanalPlus’ Temporis Digital prove that the message must be fully seen in order to maximise its recall.
The message has a good	Is managed by the creative agency and can

³² IAB Europe Metrics and KPIs Bulletin: Brand advertisers cite consumer insight and viewable advertising as key to unlocking digital investment - <http://www.iabeurope.eu/research-and-papers/metrics-kpis-bulletin-brand-advertisers-cite-consumer-insigh>

<p>quality, so that the person can be influenced</p>	<p>be pre-tested before the launch of the campaign</p>
<p>The message is repeated the right number of times</p>	<p>Just like in all media, a message must be repeated to be remembered, but not too much to avoid saturation. Studies have shown that the format influences the target repetition.</p>
<p>The exposed audience does or knows what the advertiser expects</p>	<p>Performance indicators must be measured during the campaign:</p> <ul style="list-style-type: none"> • Clicks and conversions for direct response campaigns • Recall and favorability for branding campaigns. <p>This kind of indicator is measured by post-tests, or surveys that are run on a group of people.</p>

While industry definitions have been agreed in some markets, there remains confusion around success rates to measure viewable impressions. True viewable impression metrics are based on 90%+ of the media bought, yet this level remains the exception rather than the norm.

Note for Branding Campaigns:

Post-tests are an efficient way to measure the performance of a campaign. But they cannot be used to drive the campaign because the amount of respondents is too low to get precise information for each site of the media plan. However, these post-tests do provide interesting insights that allow predictive models of branding performance to be created, using viewable impression measurement. The measurement on viewable impressions is exhaustive, and real time, so it can be used to drive the campaign in order to come as closely as possible to the models of branding performance.

4

Trading on Viewable Impressions

- 4.1 Technical and Commercial Considerations**
- Introduction and key considerations**
- The standardised measurement of viewable impressions is an important confidence-fostering element for an integrated qualitative assessment of digital display advertising. In the case of campaigns where branding is an aim, this qualitative performance measure provides decisive information about the quality of delivery. Viewable impressions thus become a relevant and legitimate campaign goal for branding campaigns.

Currently various national and international initiatives are active in laying down foundations for market recommendations to establish unified procedures across the diverse systems of measurements. The situation also looks heterogeneous with regard to systems and processes.

A valid control method and also billing for viewable impressions requires adaptations to the existing delivery and billing mechanisms for all market participants. Standardised technical systems and measuring procedures are the prerequisites for viewable impressions to develop to becoming a billable currency. Practical approaches have been developed in the meantime.

While a served impression can be billed, once it has been pushed by the ad server to the page, viewable impressions require the user to actually scroll to the ad (or at least keep it in the viewable area for at least one second). As a result, publishers have two options at hand in order to sell based on viewable impressions:

- Either they use forecasts based on previous measurements in order to know, how many 'traditional' ad deliveries are needed to fulfill a viewable impression target. Since viewability generally does not depend so much on creatives but rather on ad slots and their position relative to the interesting content on a page, viewability rates for certain slots tend to stay relatively constant, which allows for a good prediction quality.
- Or they use technology that tells the ad server for each ad impression, whether or not it has met a certain viewability target

The situation is comparable to performance campaigns which are billed on a cost per click (CPC) or cost per transaction basis. In these cases publishers are also required to forecast the number of deliveries that they need to meet a certain target.

Forecasting can be difficult as visibility depends on many factors, such as for

example the individual user behaviour, the target group, the context of the page content, the quality of the campaign, etc. This can lead to extreme differences of quality which can change from contact to contact.

As the industry develops we expect further systems to be put in place which will be capable of inferring the quality of individual ad impressions from the measurement results, and then within the system linking these with placements that would have the highest probability.

Checklist of Viewable Impression Trading Considerations

Having learned of the general principles in standards, definitions and calculations focus must now turn from theory to more practical considerations and particularly that of selection of measurement vendor and development of check lists for describing the terms of engagement.

Below is a checklist of basic considerations to cover off when planning a campaign and for helping decisions in contracting a vendor to supply management services.

The checklist extends slightly beyond viewable impressions since a holistic review of the services vendors provides needs to be understood. Whilst viewability is critical, and is also the subject of this white paper, ad validation technologies may also provide integrated services to measure Brand Safety and In-Target Audience measurement and benchmarks. Other technologies may, of course, be classified as single point solutions, leaving the buyer to consider contracting with multiple suppliers to build a composite set of solutions and services.

Vendor review Checklist

1. Viewability and Non-Human Traffic (NHT)

- Is the viewability measurement accredited by a specialist third party – e.g. MRC, ABC?
- If the measurement is accredited has the accreditation certification been studied and understood by key stakeholders?
- Can the solution measure viewability for ads delivered in cross-domain iframes?
- Does the vendor provide a complete viewability number for billing with projection?
- Is NHT filtered out as part of viewability reporting in accordance with the IAB
- proposed guidelines for viewable impression measurement?
- Is the NHT measurement accredited by a specialist third party – e.g. MRC, ABC?

2. Brand Safety and Geography

- Is the brand safety measurement accredited by a specialist third party – e.g. MRC, ABC?

- Does blocking require a 4th-party ad server, causing latency-driven discrepancies?
- How granular is the blocking capability? At the domain level? URL level?
- Is the geographic measurement accredited by a specialist third party? At what geographic level?

3. Complete Solution

- Can the solution de-duplicate ads delivered in-view and in-target with the use of a single tag?
- Does the solution provide a truly cross-platform comparable validated GRP?
- Is the solution 3rd-party neutral?
- Are publishers given access to data to help manage success?
- What is the source of the demographic data? Is it truly representative?
- What demographics are available beyond age and gender?
- If a panel is used for audience calibration, how big is the panel?
- Does the solution have a built in Targeting Efficiency for benchmarking success?

Request for Proposal (RFP) Considerations

From a practical checklist and detail point of view for inclusion into vendor RFPs and campaign description plans the following points may be instructive to add to documentation and communications:

1. Measurement Vendor Requirements

- Describe campaign goal and associated effectiveness metric(s)
- Who is the measurement vendor to be used?
- Will and when will access to campaign delivery data be granted to media seller?
- How will impressions delivered on mobile be measured and invoiced (for example, will the bill be based on overall in-target percentage for desktop impressions?)

2. Viewable Impression Requirements

- Will the invoice be based on viewable impressions or a minimum % in-view?
- How will impressions where viewability cannot be measured be invoiced (for example, invoice in full, a percentage or based on statistically-projected data?)

3. Other Requirements

- Will the invoice be based on in-target impressions or minimum % in-target?
- What will be the minimum impressions required per placement to ensure reporting?
- How will cases where placements do not meet the minimum impression

threshold be billed (for example, will the bill be based on site's overall in-target percentage?)

- What are the frequency capping plans (for example, will there be a maximum frequency per time period?)
- How out-of-geo impressions will be invoiced
- Will ad blocking be used?
- How will blocked impressions be invoiced?
- Will 4th-party ad servers be allowed?
- How will non-human traffic impressions be counted and invoiced?

Vendor Discrepancies

Viewable impression vendors use different methodologies to record and report on viewable impressions, and as a result, discrepancies occur between the numbers that they provide. There are two core methods to recording viewable impressions; the Geometric method, and the Flash based method. Each method enables vendors to record results from different browsers (Internet Explorer, Firefox etc.) and depending on how a vendor deploys each method or a combination of the two together, will determine the sample size of impression from the campaign that viewability can be reported on. For example, working with the Geometric method alone will generate a sample size of approximately 45%. However, using both methods increases that sample size to approximately 90%. The ability to detect fraud will also greatly impact on a vendor's ability to report true viewability, and discrepancies occur when vendor A takes into account fraud and vendor B does not record that the advert is being served as a fraudulent impression. In June 2014 the Media Rating Council (MRC) published³³ six key reasons for discrepancies and asked accredited vendors to work towards improving in the following areas:

1. Granularity of measurements: Measurers may make viewable impression determinations based on sub-second 'snapshots' of different lengths, and these differences can result in counting discrepancies among measurers. The forthcoming viewable impression measurement guidelines will specify 100 millisecond intervals as a minimum requirement for viewability measurement of display ads, and 200 milliseconds as the minimum interval for the measurement of video ads (in other words, 10 consecutive positive observations are needed to constitute a viewable impression).

2. Non-rendered served ads: In the course of its work on viewable impressions measurement, MRC has determined that served ads measured using a 'Count on Decision' methodology, which is a method in which the count occurs relatively early in the ad serving process, often do not actually render on the user's screen in today's online environment. This can impact viewable rate calculations, as the served ad count is the denominator

³³ MRC Industry Communication: Viewable Impression Advisory Update -

http://mediaratingcouncil.org/033114_MRC%20Viewable%20Impression%20Advisory%20UpdateFINAL.pdf

in this equation. Count on Decision has been considered an acceptable client-side counting approach since the issuance a decade ago of IAB's Display Advertising measurement guidelines, but it is clear that with the changes to the ad serving environment that have occurred since then, ads counted this way are particularly challenged in their ability to result in an 'opportunity to see' the ad by the user. As a result, MRC intends to work with IAB later this year to revise the measurement guidelines for counting served ad impressions to eliminate Count on Decision as a recognized legitimate client side counting approach, and encourages measurers who use Count on Decision methodologies to migrate at the earliest possible time to an accepted client-side served ad counting approach in which the count occurs later in the process.

3. Order of Processing and Processes Applied: To further promote consistency in measurement, MRC has specified that the order in which the viewability thresholds should be applied when determining whether an impression is viewable is: 1) Space: determine that the 50% of pixels threshold is met; then 2) Time: determine that the continuous second threshold is met. Also relevant is the fact that some measurers sometimes apply additional processes, such as ad verification procedures, to filter or otherwise exclude certain impressions from their final counts. The application of these additional procedures also can affect viewable impression counts. MRC has specified that certain processes that extend beyond viewability decisioning should be executed separately and subsequently to the viewable impression count, which should lead to greater consistency in the viewable counts among measurers.

4. Ad versus Ad Container Measurement: Viewability measurers may differ on whether they measure the ad itself or the ad container (i.e., the I-Frame) in which the ad appears. While measurement of the ad itself is generally preferable, both approaches are acceptable. However, it must be recognized that measurement of the ad container involves an inference that the ad appears in the container as intended (i.e., the ad is properly sized, etc.). The MRC in the US will require measurers to disclose whether they measure the ad or the ad container, and, in the case of the latter, will direct the measurement organisation to periodically study that the assumptions implicit in container measurement remain valid over time.

5. Out of Focus Conditions: Differences in how viewability measurers account for ads that may be in the viewable space of a browser window, but are in an out of focus browser tab, also can result in differences in counts of viewable impressions. MRC has specified that measurers should segregate such Out of Tab Focus ads from their viewable impression counts, and will allow accredited measurers a limited amount of time to adapt their systems to be able to distinguish these, if they do not currently have that capability.

6. Human Error: A primary reason for discrepancies in served impression counts through the years was human error, in operational areas such as campaign setup, ad trafficking, or other processes that human intervention. Similarly, human error in viewability tagging or other operational processes can result in discrepancies in viewable impression counts. IAB issued guidance to the industry on this issue in 2008 with the publication of its Ad Campaign Measurement Process Guidelines document, and this document takes on enhanced relevance today, as many of the same issues that it originally addressed in the context of measuring served impressions are also applicable to quality viewable impression measurement.

The MRC has required all accredited vendors to align their processes in light of the factors noted above. As a result of the production testing that took place as part of the reconciliation work, the MRC believes it will be reasonable to expect a discrepancy range of 5%-10% when comparing viewable impression counts among accredited vendors once they have adapted their production procedures to align with the guidance specified above. Whilst the industry might still see discrepancies, the gap between vendors is surely narrowing.

4.2 Non-Human Traffic and Fraud Considerations

The definition of a fraudulent ad, is one that never has the opportunity of being seen by a human.

There are two broad buckets to focus on. CPM (cost per thousand/ mille) fraud and bot/ traffic fraud. The first, CPM fraud, involves unscrupulous websites partaking in this type of activity knowingly trying to defraud an advertiser. Even driving traffic by an external company could be intentionally or unintentionally derived from non human traffic. That type of fraud includes stuffing 1x1 pixels all over a page and serving a bunch of ads into those 1x1 pixels. Impression stuffing where you layer multiple ad calls on top of each other in an ad slot so only the one on top gets seen and those below it don't get seen. In the video space, similar types of behaviour can occur where video players are being stuffed into 1x1 iframes, or videos looping right after the other without being shown to users.

The second is non-human behaviour. This type of fraud exists where a machine has been taken over by a bot, and that bot has given that machine instructions to serve ads behind the scenes so no human will ever see them. There are lots of these botnets out there generating millions of ad impressions on a daily basis that never have the opportunity of being seen by a human. Vendors look at behavioural patterns to look at infected users and infected machines. Vendors can then differentiate whether the signals come from a bot or a human on an infected machine; and can take action from being served to these machines.



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Both of these activities stop an advert being seen by a human and as a result have an impact on viewable impression metrics.

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Conclusions

Campaigns measuring viewability or specifically viewable ad impressions are today proving to deliver on the drive towards quality for brand advertisers as they seek guarantees for their marketing investments. Viewability is equally bolstering premium grade publishers as they are able to improve trade by demonstrating access to higher quality inventory with a higher 'opportunity to see' propensity thus differentiating themselves within the marketplace. In recognition of the advantages that measuring 'viewability' brings to market dynamics a growing number of leading actors on both the buy and sell side, including intermediaries, are now moving to implement these processes as standard. IAB Europe will be taking forward the findings of this White Paper this year, alongside its other Brand Advertising initiatives, through a series of consultations within the industry in order to support and help drive further investment into digital advertising across Europe.

IAB Europe would like to thank all the IAB and Corporate member contributors to this White Paper who have brought together significant insight on viewable impressions trading across the markets and on technical considerations.

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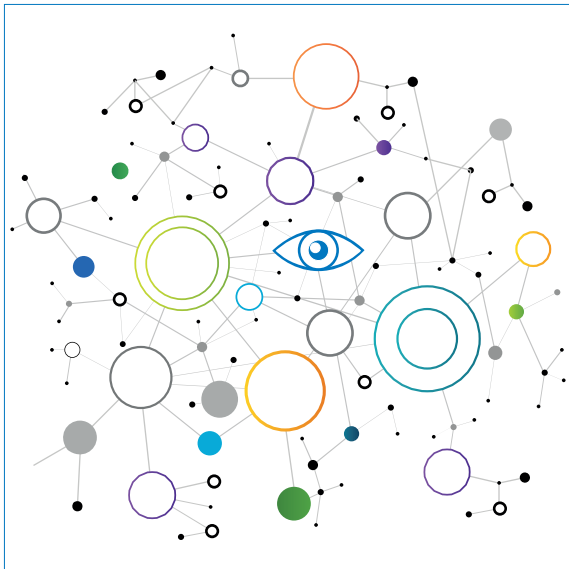


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About IAB Europe

IAB Europe is the voice of digital business and the leading European-level industry association for the interactive advertising ecosystem. Its mission is to promote the development of this young and innovative sector by shaping the regulatory environment, investing in research & education, and developing and facilitating the uptake of business standards.

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