



Digital Video In-Stream Ad Metrics Definitions

Released June 2008

These Definitions have been developed by the IAB Digital Video Committee.

About the IAB Digital Video Committee:

The Digital Video Committee of the IAB is comprised of over 145 member companies actively engaged in the creation and execution of digital video advertising. One of the goals of the committee is to implement a comprehensive set of guidelines, measurement, and creative options for interactive video advertising. The committee works to educate marketers and agencies on the strength of digital video as a marketing vehicle. A full list of Committee member companies can be found at: http://www.iab.net/member_center/35088?iabid=a033000000s0p4AAA

This document can be found on the IAB website at:

www.iab.net/dv_metrics_definitions

IAB Contact Information:

Jeremy Fain
Senior Director of Industry Services, IAB
212-380-4724
jeremy@iab.net

Table of Contents

Executive Summary	3
Ad Formats Overview	4
1. Reporting Metrics	4
1.1. Linear Video Ad Metrics	4
1.1.1. Linear Video Ad With or Without Companion Ad	5
1.1.2. Linear Video Interactive Ad	6
1.2. Non-Linear Video Ad Metrics	6
1.2.1. Non-Linear Overlay Ad and Non-Linear Non-Overlay Ad	7

Executive Summary

This document specifies standard definitions for digital video advertising metrics. While the IAB 2006 Digital Video Ad Measurement Guidelines define how an impression should be recorded in a digital video environment, many publishers and technology vendors are offering supplemental performance metrics to their clients as additional ways of gauging ad effectiveness. This document defines these supplemental metrics in more detail. These definitions are part of a larger IAB effort to stimulate video industry growth by making the reporting of metrics for agencies and advertisers across multiple media partners more consistent.

This document is one of three documents issued by the IAB that focus on digital video advertising:

- Digital Video Overview (Platform Status Report)
- Digital Video In-Stream Ad Format Guidelines and Best Practices
- Digital Video In-Stream Ad Metrics Definitions (this document)

The types of metrics being reported vary depending on the type of video ad formats being used. Consequently, this document and the IAB Digital Video In-Stream Ad Format Guidelines are organized around the same four ad formats:

1. Linear Video Ad With or Without Companion Ad
2. Linear Video Interactive Ad
3. Non-linear Overlay Ad
4. Non-linear Non-Overlay Ad

Common reporting metrics are described for each major ad category found in the In-Stream Ad Format Guidelines document with additional, less common events offered for optional guidance.

Ad Formats Overview

The digital video ad formats covered in this document are described more completely in the IAB Digital Video In-Stream Ad Format Guidelines document found at: http://www.iab.net/iab_products_and_industry_services/1421/1443/DV_Guidelines. The major organizational distinction between these formats lies between linear (Figure 1 - Reference A) and non-linear (Figure 1 - Reference B) formats.

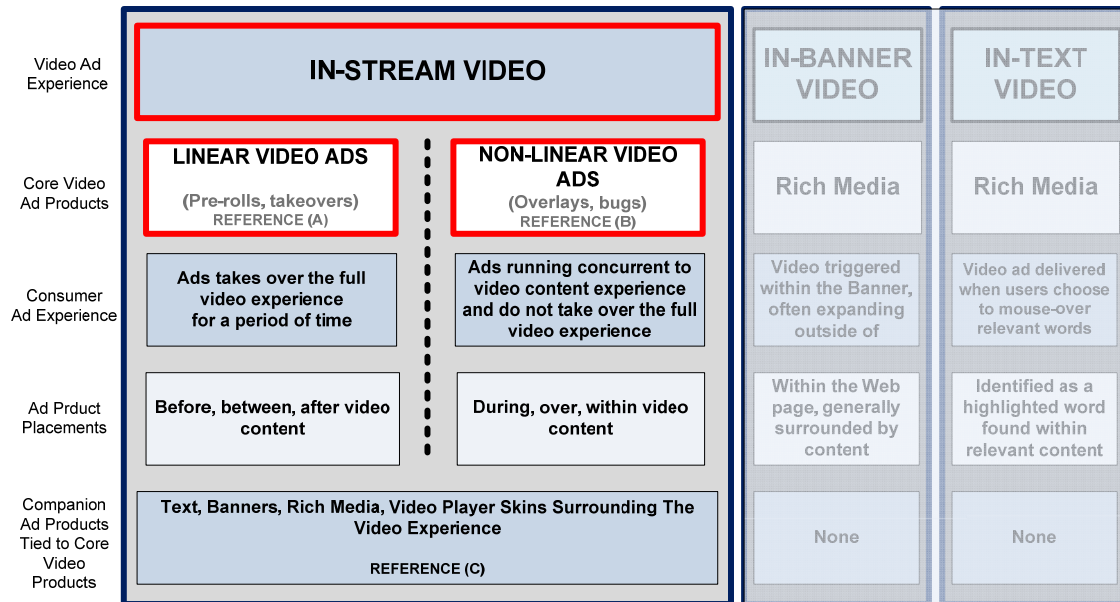


Figure 1: Distinguishing In-Stream Video, In-Banner Video, In-Text Video

The formats covered in this document include: Linear Video Ad With or Without Companion Ad, Linear Video Interactive Ad, Non-linear Overlay Ad, and Non-linear Non-Overlay Ad.

In-banner and in-text ad formats are not covered in this document but will be addressed in the future.

1. Reporting Metrics

The metrics contained in this document have been defined based on formats and requirements discussed in the Digital Video In-Stream Ad Format Guidelines document, which is a complete update of the 2005 Digital Video Ad Creative Guidelines. **Please note: Products that do not adhere to those guidelines may not be able to offer metrics in compliance with these definitions because of their implementations.**

1.1. Linear Video Ad Metrics

Linear video ads are displayed *in sequence* before, during, or after the video content being consumed by the users. One of the key characteristics of a linear video ad is that the ad demands the full attention from the user as the ad takes over the user experience entirely, typically for a

bounded period of time. However, in the case of the Interactive Ad format (see Section 1.1.2 below), the full ad experience may be open-ended. A clickable companion display ad is typically run adjacent to the player content window.

Metrics for the following linear formats are described below:

- Linear Video Ad with or without Companion Ad
- Linear Video Interactive Ad

1.1.1. Linear Video Ad With or Without Companion Ad

Other than the Impression definition, all definitions in this section pertain to a linear video ad in the video player, not to a companion ad.

Impression: The measurement and reporting of digital video impressions should be governed by the IAB Broadband Video Commercial Measurement Guidelines, found here: http://www.iab.net/iab_products_and_industry_services/1421/1443/1479. The measurement and reporting of the companion ad should be governed by the IAB Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines, found here: http://www.iab.net/media/file/US_meas_guidelines.pdf.

View: Often used as a synonym for “impression”. Any measurement and reporting of a “view” should be governed by the “impression” definition above.

Video Click-through: Occurs when a user clicks on the linear ad and is taken to the advertiser’s web landing page.

Completed play: Occurs immediately upon completion of the video play. User must complete the video view at normal speed.

Time spent viewing: Amount of video viewed at normal speed in seconds or other appropriate time-based units; if a rewind event occurs during play, time spent viewing may be calculated on total amount of video viewed at normal speed (i.e. including additional amounts of video viewed after rewind).

Percent complete: Percentage of video viewed continuously at normal speed. If a rewind event occurs during play, percent complete may be calculated on total amount of unduplicated video viewed at normal speed. Each section of video may only be considered once in the calculation. This definition governs the triggering of any “partial play” metrics, such as the common quartile percentages (25%, 50%, 75%). Specifically, any partial play reporting must be based on the trigger being activated based on normal viewing speed.

Other Events

The following events are less prevalent in current ad formats but are defined in order to give optional guidance if offered:

- **Audio mute:** Indicates when a user clicks or otherwise activates the mute control. Should not be considered an accurate substitute for the “state” of the audio.
- **Audio un-mute:** Indicates when a user clicks or otherwise activates the un-mute control. If the un-mute control is the same as the mute control, the reporting should be able to differentiate the two events. Should not be considered an accurate substitute for the “state” of the audio.

- **Collapse:** Indicates when the user clicks or otherwise activates the Collapse control in order to contract the video-pane size. Often refers to contraction of the video to its original experience, but can be applied to any contraction of video-pane size.
- **Expand:** Indicates when the user clicks or otherwise activates the Expand control in order to expand the video-pane size. Often refers to expansion of the video to a full-screen experience, but can be applied to any expansion of video-pane size.
- **Pause:** Indicates that the ad was intentionally stopped mid-play when the user clicks or otherwise activates a Pause control. Should not be considered an accurate substitute for the “state” of the video.
- **Resume:** Indicates that the ad was intentionally re-started mid-play when the user clicks or otherwise activates a Resume control. If the Resume control is the same as the Pause control, the reporting should be able to differentiate the two events. Should not be considered an accurate substitute for the “state” of the video.
- **Rewind** Indicates that a user clicks or otherwise activates a Rewind control in order to move backwards along the video ad’s timeline.

1.1.2. Linear Video Interactive Ad

Linear Video Interactive Ads allow a user to interact with an ad message within a video window. The ad plays for a prescribed minimum length of time (usually length of video creative) inviting the user to interact. Ad duration can continue if the user continues to interact with the ad based on publisher criteria. The ad may include video, animation, or images.

A key aspect of this format is that everything is displayed within the video frame. Implementations of the interactive portion of the format are very diverse. Therefore, this document’s definitions for linear video interactive ads refer only to the video portion of the ad format and should be considered the same as the definitions described in the previous section entitled “Linear Video Ad with or without Companion Ad”. As the format matures and general patterns emerge, the IAB Digital Video Committee will address specific metrics for the interactive portion of the ad.

1.2. Non-Linear Video Ad Metrics

Non-linear ad formats run *in parallel* to the main content experience. As a result, most non-linear formats employ multiple stages to the ad display. Initially, there is some form of invitation or teaser unit that invites the user to further interact and usually expand the ad unit. A common example of a non-linear ad format is an “overlay” type ad, whose invitation is shown directly over the video content itself as it plays. These non-linear video ads are delivered as text, graphical banners/buttons, or as video and are placed within the video window, either over the content itself or directly on the top edge or bottom edge of the video content during the content play. A key characteristic of non-linear ad formats is that the user may continue to view content while the initial ad is displayed.

Metrics for the following non-linear formats are described below:

- Non-linear Overlay Ad
- Non-linear Non-overlay Invitation Ad

1.2.1. Non-Linear Overlay Ad and Non-Linear Non-Overlay Ad

Although non-linear overlay ads and non-linear non-overlay ads are separate ad formats and treated separately in the In-Stream Ad Format Guidelines document, the formats' general functionality is very similar. The definitions described below, unless expressly indicated, cover both formats. In addition, these formats generally launch additional video ad portions when the user chooses to launch additional content, however, metrics reported on any additional video portions of the ad should be governed by the definitions in section 1.1 Linear Video Ad With or Without Companion Ad of this document.

Impression: Because of the underlying technologies used to create overlay ads, the measurement and reporting of overlay ad impressions should be governed by the IAB Rich Media Measurement Guidelines, found here:

http://www.iab.net/iab_products_and_industry_services/1421/1443/Rich_Media_Measurement

View: Often used as a synonym for "impression". Any measurement and reporting of a "view" should be governed by the "impression" definition above.

Click-through: Occurs when user clicks on the ad and is taken to the advertiser's web landing page.

Accept Invitation: Indicates that the user clicks or otherwise activates a control to expand the viewable area (or "take-over" the video content area) and launch an additional portion of the ad. A video ad is usually played upon acceptance, but other types of formats, including rich media, are also used.

Minimize: Indicates that the user clicks or otherwise activates a control to minimize the ad without fully dispatching the ad from the player environment. May not apply to non-overlay ads.

Close: Indicates that the user clicks or otherwise activates a Close control which fully dispatches the ad from the player environment. May not apply to non-overlay ads.

Overlay view duration: The time that the initial ad is displayed based on the time between the impression and either the completed length of display based on the agreement between publisher and advertiser or a close, minimize, or accept invitation event. May not apply to non-overlay ads.

Other Events

No other events have become sufficiently prevalent for overlay and non-overlay definition. In cases where additional recorded events are desired for this format, please refer to other sections for guidance.