



Networks & Exchanges Quality Assurance Guidelines

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The IAB Networks & Exchanges Committee has developed these Guidelines.

About the IAB's Networks & Exchanges Committee:

The IAB Networks and Exchanges Committee is comprised of senior leaders of ad networks and ad exchanges that are general member companies. The committee is dedicated to furthering the interests of ad networks and ad exchanges in today's complex ad marketplace. Committee objectives are to foster the highest standards of professionalism and accountability in relationships with publishers, advertisers and the agency community, to develop programs that enable revenue growth, and to create best practices that protect consumers and the industry. A full list of Committee member companies can be found at:

http://www.iab.net/networks_and_exchanges_committee

This document and a comment/survey link can be found on the IAB website at:

http://www.iab.net/ne_guidelines

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Executive Summary

The current ad networks and ad exchanges marketplace is complex and confusing. Over 1 million web sites carry advertising, and there are reports of 300+ ad networks and ad exchanges. Web page content can change constantly and dynamically. The IAB Quality Assurance Guidelines are intended to demystify ad networks and ad exchanges. These guidelines are designed specifically for networks & exchanges who are principals in transactions with marketers and agencies. However, these guidelines do not apply to ad exchanges that are technology platforms only, providing tools to enable direct media buying and selling between participants.

IAB Networks & Exchanges Quality Assurance Guidelines address 2 key objectives for the buying community:

Provide detailed information for:

- Acquiring Inventory
- Contextual Taxonomy & Targeting
- Inventory Vetting
- Data Disclosure

Eliminate confusion through a common vocabulary for:

- Targeting
- Data

Networks & Exchanges that voluntarily agree to be certified against these guidelines are providing marketers & agencies with a standardized approach that is designed to make buying easier and to give increased control over where ads are placed. Marketers & Agencies will have greater brand safety assurances that ads will not appear next to content that they decide is inappropriate. For the first time, the US ad networks and ad exchanges market will be giving advertisers consistent and standardized information, serving to build greater marketplace trust.

Acquiring Inventory

The following inventory framework and definitions make it easier for networks & exchanges to become more transparent. The framework also makes it easier for advertisers to value impressions regardless of the publisher's level of transparency.

In order to be considered in compliance with these guidelines a network or exchange must utilize the inventory framework when selling all types of digital display media.

The framework acknowledges and allows for non-transparent transactions, but compliance requires that all inventory sold will be labeled so that advertisers can accurately assign value and/or assess risk.

Inventory Framework and Definitions

Each agreement (e.g. insertion order/IO, campaign, or buy) is represented by the network or exchange to the advertiser on these four criteria. The advertiser can reasonably expect that every impression run under the agreement meet the criteria represented.

If any network or exchange within a single agreement sells an array of inventory with multiple levels of transparency, the agreement must be structured to separate the inventory into different line items. If the inventory is not separated into different line items, then it must be assigned the rating of the least transparent impression(s) sold in the agreement.

The detailed criteria regarding inventory that appear below are comprehensive in scope and fully descriptive of the kind and sources of inventory available for transaction.

Criteria:

1) **Source level transparency**

- The level of disclosure the network or exchange provides the advertiser about the source of its inventory:
 - A. *Full real-time disclosure*: the network or exchange passes the advertiser the exact URL of actual location of the ad with each ad call. The exact, full URL is passed at the moment of impression so the advertiser can utilize the URL in the ad serving work flow to determine various serving decisions which may include valuation and creative selection.
 - In order to be considered full real-time disclosure, the URL of the page with the actual content must be passed (not merely the iframe that contains only the ad).

- B. *Full disclosure (certain site list)*: the network or exchange provides the advertiser a complete disclosure of all websites prior to running impressions (at least specifying the domain name) where ads *may* run.
 - This list contains a comprehensive list of websites where the advertiser may run. The advertiser will not necessarily run on all sites listed, but the advertiser will not run on any sites other than those listed.
- C. *Partial disclosure (representative site list)*: the network or exchange provides the advertiser a list of some of the sites where ads *will* run.
 - This list contains a representative list of websites where the advertiser will run. The advertiser may run on sites other than those listed. The advertiser will not necessarily run on all sites listed.
- D. *Minimal or No disclosure (blind/no site list)*: the network or exchange provides the advertiser little or no disclosure of where ads run; no site list provided.
 - Categorical or contextual site-level disclosure, i.e. “automotive sites” is the same as no disclosure.

All types of disclosure aside from real-time disclosure should be disclosed before impressions are run. Each agreement between advertisers and networks & exchanges should specify the terms by which a network & exchange can update the site list (if at all).

With *full real-time disclosure* the URL must be passed to the next server in a data field that ensures the advertiser has access to the actual location of a given page’s content and not the location of a publisher iframe or container. Networks & Exchanges adhering to these guidelines must pass the content URL without modification.

2) **Source relationship transparency**

- The level of disclosure the network or exchange provides the advertiser about the relationship it has with the owner of the inventory:
 - A. *Direct*: the agreement to acquire publisher inventory is made by a network or exchange directly with the publisher or an authorized publisher agent (APA).
 - An Authorized Publisher Agent (APA) is defined as a qualified third-party representative of the site’s inventory, with a representation agreement between agent and publisher.
 - A publisher may choose to have one exclusive APA to provide more control over its inventory
 - A publisher can also have more than one authorized agent per site/domain (sub domains do not constitute a new site)
 - The designation of APA must be assigned by the Publisher / Site Owner

- The title of APA may not be transferred from one APA to another agent
 - There must be a direct contractual and/or financial relationship between the APA and publisher

 - Example: Site A partners with a company, who is acting as an APA, to manage its non-reserved inventory. The APA offers site A's inventory to 3rd party networks on a site specific basis. Networks B and C contract with APA to purchase inventory from Site A. In this case, Site A inventory acquired by Networks B and C is treated as Direct. Network C resells this inventory to Networks D and E. In this case, Site A inventory now being accessed by networks D and E is not direct (indirect).
- B. *Indirect*: agreement to acquire publisher inventory is made by the network or exchange with a party other than the publisher or the authorized publisher agent

Describing the source level transparency is only required if the source transparency is something other than Full Real-time Disclosure.

3) **Content level transparency**

- The level of disclosure the network or exchange provides the advertiser about the type of content surrounding its inventory:

Contextual classification may be disclosed at a page, section or site level but must be labeled at the lowest common denominator for that page, section or site. The following characteristics must be disclosed for each transaction and must be accurate for the level of targeting:

- a. Moderated UGC (yes/no/unknown)
 - To be classified as moderated UGC a site owner is responsible for having a clear set of posted guidelines on what type of content is acceptable and taking an active position in reviewing content for compliance with posted guidelines
- b. Un-moderated UGC (yes/no/unknown)
- c. Adult/Nudity/Sexually suggestive content (yes/unknown/not applicable)
- d. Privacy policy (yes/unknown)

Information is not to be passed in real-time unless the source level transparency is "full real-time disclosure".

4) **Placement details transparency**

- The level of disclosure the network or exchange provides the advertiser about placement-level characteristics:
 - a. Ad positioning (above-the-fold/below-the-fold/unknown)
 - b. Ad tag acceptance descriptors (yes/no/unknown)
 - Accepts expandable creative
 - Rich media properties
 - Behavior within the creative (i.e. host- or user-initiated)
 - c. Accepts video advertising (yes/no/unknown)
 - video must include audio controls and default to audio off

Information is not to be passed in real-time unless the source level transparency is “full real-time disclosure”.

Contextual Taxonomy & Targeting

The following section outlines a common content categorization structure and definition. The outline describes both the type of content and the level of targeting to which the definition applies. This section addresses the following requirements:

- Contextual
 - Define a taxonomy that defines content categories for advertisers
 - Establish to what level of depth these contextual definitions apply
- Targeting
 - Determine the targeting depth for these content types

Contextual Taxonomy Tiers

Certified networks & exchanges must comply with the top 2 tiers of the IAB Contextual Taxonomy (see **Exhibit A**). Sub-categories below Tier 2 are to be defined and maintained by individual companies as shown in the table below.

	Definition	# of Categories
Tier 1	Primary content definition for the category/site/section page. This level defines the general category of the content. Established standard defined.	23 content categories (+ unassigned)
Tier 2	Secondary content level, nested under Tier 1. Established standard defined.	371 content categories (+ blind/no site list)
Tier 3+	Sub-categories nested under Tier 1 and 2. Defined and maintained by individual companies.	Infinite content categories

- A Taxonomy Steering Committee will be established as a subgroup of the IAB Networks and Exchanges Steering Committee to review matters pertaining to the established taxonomy structure.
- The Taxonomy Steering Committee will maintain an application and review process that allows certified networks & exchanges to petition for the inclusion of new content categories into the existing taxonomy/contextual structure.
- Quarterly, the Taxonomy Steering Committee will review all content categories submitted for inclusion in the approved taxonomy/contextual structure. The Taxonomy Steering Committee will review the submissions, and decide whether to accept or reject the submitted content category for inclusion into the approved taxonomy structure, with results made available.

Targeting Levels

In addition to content category, the content level being targeted must be defined. The table below explains the targeting hierarchy - ranging from the multi-site level to the individual units on the page. These guidelines do not require certified networks & exchanges to offer all targeting levels.

	Definition
Category/Portal Level	Target a grouping of sites within a specific buy
Site Level	Targeting to endemic sites where the majority of the content is on a specific topic can be targeted at site level
Site Section Level	Subsections of sites are classified into subordinate categories
Page Level	Pages within a web site (determined using a semantic or contextual engine)
Unit Level (widget, video, image, text, other)	This type of targeting classifies every element on a "page" into one of the defined categories. Text content identified by semantic or contextual search engine; Video and image content identified by metatags.

Taxonomy

Certified networks & exchanges must categorize content within the structure of the IAB Contextual Taxonomy (see **Exhibit A**). This categorization structure was developed in consultation with taxonomy experts from academia, ad measurement companies, and members of the IAB Networks & Exchanges Committee. It is and will be an ongoing process intended to capture the breadth of available online content and present a clear and consistent framework to advertisers. It is meant to be inclusive of all certified networks & exchanges' content offerings and updated as content offerings may change or develop over time. It does not require certified networks & exchanges to offer all content areas: it is solely a structure into which they can classify their content.

Certified networks & exchanges can choose to use a different taxonomy as long as the taxonomy can be clearly mapped back to the taxonomy outlined within this document and explained to and understood by an advertiser with sufficient detail. For example, if Network A has a Recreation category, it must be able to explain how this maps back to the Tier 1 Sports category and corresponding Tier 2 categories.

Taxonomy Rules

Certified networks & exchanges are responsible for the categorization of content into the established taxonomy structure. Content can be categorized into a single PRIMARY (Tier 1) category and *up to 3* SECONDARY (Tier 2) categories. The network or exchange must be able to provide an advertiser with the category of requested content and the level of categorization (Tier 1, Tier 2, Tier 3) being indicated.

Exhibit A: IAB Contextual Taxonomy

Note: The following taxonomy was developed in consultation with taxonomy experts from academia, ad measurement companies, and members of the IAB Networks & Exchanges Committee.

■ = Tier 1 Categories ■ = Tier 2 Categories

Arts & Entertainment		Automotive		Business		Careers		Education		Family & Parenting	
Books & Literature	Books & Literature	Auto Parts	Hybrid	Advertising	Career Planning	7-12 Education	Adoption	Adult Education	Family & Parenting	Adoption	
Celebrity Fan/Gossip	Celebrity Fan/Gossip	Auto Repair	Luxury	Agriculture	College	Adult Education	Babies & Toddlers	Art History	Daycare/Pre School	Babies & Toddlers	
Fine Art	Fine Art	Buying/Selling Cars	Mini/Van	Biotech/Biomedical	Financial Aid	Art History	Family Internet	College Administration	Family Internet	Daycare/Pre School	
Humor	Humor	Car Culture	Motorcycles	Business Software	Job Fairs	College Life	Parenting - K-6 Kids	Distance Learning	Parenting - K-6 Kids	Family Internet	
Music	Music	Certified Pre-Owned	Off-Road Vehicles	Construction	Resume Writing/Advice	English as a 2nd Language	Pregnancy	Language Learning	Parenting Teens	Parenting - K-6 Kids	
Television	Television	Convertible	Performance Vehicles	Forestry	Nursing	Graduate School	Special Needs Kids	Homework/Study Tips	Pregnancy	Special Needs Kids	
		Coupe	Pickup	Government	Scholarships	Homework/Study Tips	ElderCare	Private School	ElderCare	ElderCare	
		Crossover	Road-Side Assistance	Green Solutions	Telecommuting	Special Education		Studying Business			
		Diesel	Trucks & Accessories	Human Resources	U.S. Military						
		Electric Vehicle	Vintage Cars	Logistics	Career Advice						
		Hatchback	Wagon	Marketing							
				Metals							
Health & Fitness		Food & Drink		Hobbies & Interests		Home & Garden		Law, Gov't & Politics		News	
Exercise	Herbs for Health	American Cuisine	American Cuisine	Art/Techology	Appliances	Immigration	International News	Immigration	International News	International News	
A.I.D.	Holistic Healing	Barbecues & Grilling	Barbecues & Grilling	Arts & Crafts	Entertaining	Legal Issues	National News	Legal Issues	National News	National News	
AIDS/HIV	IBS/Crohn's Disease	Cajun/Creole	Cajun/Creole	Beadwork	Environmental Safety	Politics	Local News	U.S. Government Resources	Local News	Local News	
Allergies	Incest/Abuse Support	Chinese Cuisine	Chinese Cuisine	Birdwatching	Gardening	Commentary		Politics			
Alternative Medicine	Incontinence	Cocktails/Beer	Cocktails/Beer	Board Games/Puzzles	Home Repair						
Arthritis	Infertility	Coffee/Tea	Coffee/Tea	Candle & Soap Making	Home Theater						
Asthma	Men's Health	Cuisine-Specific	Cuisine-Specific	Card Games	Interior Decorating						
Bipolar Disorder	Nutrition	Desserts & Baking	Desserts & Baking	Chess	Landscaping						
Brain Tumor	Orthopedics	Dining Out	Dining Out	Cigars	Remodeling & Construction						
Cancer	Panic/Anxiety	Food Allergies	Food Allergies	Collecting							
Cholesterol	Disorders	French Cuisine	French Cuisine	Comic Books							
Chronic Fatigue	Pediatrics	Health/LowFat Cooking	Health/LowFat Cooking	Drawing/Sketching							
Syndrome	Physical Therapy	Italian Cuisine	Italian Cuisine	Freelance Writing							
Chronic Pain	Psychology/Psychiatry	Japanese Cuisine	Japanese Cuisine	Genealogy							
Cold & Flu	Senior Health	Mexican Cuisine	Mexican Cuisine	Getting Published							
Deafness	Sexuality	Vegan	Vegan	Guitar							
Dental Care	Sleep Disorders	Vegetarian	Vegetarian	Home Recording							
Depression	Smoking Cessation	Wine	Wine	Investors & Patents							
Dermatology	Substance Abuse			Jewelry Making							
Diabetes	Thyroid Disease			Magic & Illusion							
Epilepsy	Weight Loss			Needlework							
GERD/Acid Reflux	Women's Health			Painting							
Headaches/Migraines				Photography							
Heart Disease				Radio							
				Roleplaying Games							
				Sci-Fi & Fantasy							
				Scrapbooking							
				Screenwriting							
				Stamps & Coins							
				Video & Computer Games							
				Woodworking							

■ = Tier 1 Categories ■ = Tier 2 Categories

Personal Finance		Society		Science		Pets		Sports		Style & Fashion	
Beginning Investing Credit/Debt & Loans Financial News Financial Planning Hedge Fund Insurance Investing Mutual Funds Options Retirement Planning Stocks Tax Planning	Dating Divorce Support Gay Life Marriage Senior Living Teens Weddings Ethnic-Specific	Astrology Biology Chemistry Geology Paranormal Phenomena Physics Space/astronomy Geography Botany Weather	Aquariums Birds Cats Dogs Large Animals Reptiles Veterinary Medicine	Auto Racing Baseball Bicycling Bodybuilding Boxing Canoeing/Kayaking Climbing Cricket Figure Skating Fly Fishing Football Freshwater Fishing Game & Fish Golf Horse Racing Hoises Hunting/Shooting Inline Skating Marital Arts Mountain Biking NASCAR Racing Olympics Paintball	Power & Motorcycles Pro Basketball Pro Ice Hockey Rodeo Rugby Running/jogging Sailing Saltwater Fishing Scuba Diving Skateboarding Skiing Snowboarding Surfing/Bodyboarding Swimming Table Tennis/Ping Pong Tennis Volleyball Walking Waterski/Wakeboard World Soccer	Beauty Body Art Fashion Jewelry Clothing Accessories					
Technology & Computing		Travel		Real Estate		Shopping		Religion and Spirituality		Uncategorized	
3-D Graphics Animation Antivirus Software C/C++ Cameras & Camcorders Cell Phones Computer Certification Computer Networking Computer Peripherals Computer Reviews Data Centers Databases Desktop Publishing Desktop Video Email Graphics Software Home Video/DVD Internet Technology Java	Adventure Travel Africa Air Travel Australia & New Zealand Bed & Breakfasts Budget Travel Business Travel By US Locale Camping Canada Caribbean Cruises Eastern Europe Europe France Greece Honeymoons/Getaways Hotels Italy Japan Mexico & Central America National Parks South America Spas Theme Parks Traveling with Kids United Kingdom	Apartments Architects Buying/Selling Homes	Contests & Freebies Couponing Comparison Engines	Alternative Religions Atheism/Agnosticism Buddhism Catholicism Christianity Hinduism Islam Judaism Latter-Day Saints Pagan/Wiccan	Blind/no site list						

Inventory Vetting

Inventory Vetting establishes the following:

- Rating system for website content
- Descriptions for non-standard website content and non-standard site characteristics

The following definitions will be used by all certified networks and exchanges:

- Ratings system to be applied to all member websites, based on the following broad groupings (see **Exhibit B**):
 - All Audiences
 - Everyone over 12
 - Mature Audiences
 - Networks & Exchanges recognize that they may need to provide additional rating level(s) within the Mature Audiences category
- Descriptions regarding minimum acceptable content and site characteristics
 - Standard vs. Non-Standard (see **Exhibit C**)

Ratings are standardized across all certified networks & exchanges with compliance outlined in the Compliance section of this document. The site rating is determined when the site first joins the network or exchange. The review involves vetting the site against the list of non-standard content and characteristics descriptions provided in Exhibit C. To ensure that site ratings stay current, a statistically valid sample size of publishers is reviewed on a quarterly basis as part of the internal audit outlined in the Compliance section of this document. By taking a statistically valid sample size, advertisers are assured with a reasonably high level of confidence that the rating system is being upheld. Certified networks & exchanges maintain the option to use a 3rd party rating service as long as the 3rd party complies with the guidelines established. Ultimately, it is the network or exchange's responsibility to maintain and certify compliance.

Certified networks & exchanges are required to internally sample their sites until such time as they hit their pre-determined confidence level (the recommended confidence level is at least 90%). In the case the confidence level is not achieved, the process below must be followed:

- Review and re-categorization of publishers in accordance with established guidelines
- Complete re-test of inventory at or above pre-determined confidence level
- Record each test result as proof of the internal audit

Please refer to **Exhibit D** for statistical table for site sampling.

Ratings must match the level of targeting provided by network or exchange. For example, if network or exchange is targeting an entire site, the rating must be provided for the entire site. Network or exchange is to represent to advertisers any circumstances where a limited section of a publisher's inventory is deemed non-standard yet the advertiser may appear on pages where standard content appears.

Ad exchanges may pass along represented publisher ratings from certified networks or exchanges to advertisers. If the ad exchange or ad network does not know or cannot assign a rating, the inventory will be stated as "unknown/undisclosed".

Exhibit B: Online Media Rating System

The following ratings are to be applied to all content partners' websites:

- All Audiences
- Everyone over 12
- Mature Audiences

The following are definitions of the three rating categories:

- "All Audiences" is defined as "Appropriate for all segments of the general public (all of the following must apply): no profanity, sexual content, violence depictions of alcohol, tobacco, weapons, gambling or drug use and user-generated content."
- "Everyone over 12" is defined as "May contain material considered inappropriate for young children. Any of the following may be present: implicit references to vulgar language, kissing, violence to animated characters, journalistic references to alcohol, tobacco, weapons, gambling, or drug use or un-moderated user-generated content."
- "Mature Audiences" is defined as "May contain material suitable only for mature audiences. Any of the following may be present: profanity, provocative images, nudity, violence to human beings or animals, depictions of alcohol, tobacco, weapons, gambling or drug use, etc., or un-moderated user-generated content."

A moderated UGC site is defined as a site that has a clear set of posted guidelines on what type of content is acceptable and takes an active position in reviewing content for compliance with posted guidelines.

Exhibit C: Types of Non-Standard Content and Non-Standard Site Characteristics

	Description
Extreme Graphic/ Explicit Violence	The depiction of especially vivid, brutal and realistic acts of violence. It may be real, simulated live action, or animated. Graphic and/or Explicit Violence goes beyond lesser forms of violence due to its clear and unabashed nature of the violence portrayed.
Pornography	Sexually explicit material whose primary purpose is designed to produce sexual arousal. Types of content can include, but is not limited to, representations of sexual acts and exposed body parts, sexual coercion, and illegal sexual acts.
Profane Content	Excessive or inappropriate use of profane language
Hate Content	Speech or hate graphic content
Illegal Content	Content related to engaging in, promoting or facilitating illegal or legally questionable activities such as drugs, bombs, theft, and online pirating, hacking, spamming, and infecting as governed by United States Federal law.
Warez	P2P, torrent sites, illegal music downloads, pirated software
Spyware/Malware	Distribute or promote spyware or malware
Under Construction	Sites that are under construction
Incentivized	Sponsor "incentivized clicks," or "pay-to-surf" programs
Un-moderated UGC	Site not taking a proactive or reactive approach to moderating content (posts, pictures, chats)
Copyright Infringement	Infringes on copyrights

Exhibit D: Statistical Table for Site Sampling

The table below shows the different sample sizes required at three different confidence levels with a margin of error of 5%. The recommended confidence level is at least 90%.

An example of how to interpret the table is as follows: let's say you are conducting a poll to determine the percentage of "unsafe sites". If you have a pool of 250 sites, and you want to be 95% confident in the results then you will have to check 152 sites. If after you checked this sample, you didn't find any unsafe site, you would then be able to say that you are 95% confident that the actual percentage of unsafe sites in your network is null - with a margin of error of 5%.

Sample size with a 5% margin of error			
	Sample Sizes @ Confidence Level		
# of Sites	90%	95%	99%
100	74	80	87
250	131	152	182
500	176	217	286
1,000	214	278	400
2,500	245	333	526
5,000	257	357	588
10,000	264	370	624
25,000	268	378	648
50,000	270	381	657
100,000	270	383	661

Note: The above table was developed using statistical probabilities of a normal distribution.

For further information, please see:

http://en.wikipedia.org/wiki/Normal_distribution

Data Disclosure

In order to be considered in compliance with these guidelines, a network or exchange must provide disclosure to publisher partners when leveraging their data for off-site behavioral targeting and to advertisers when using third party data. Specifically in the following manner:

1. When leveraging data from a publisher's site to aggregate behavioral data for the purposes of off-site behavioral targeting of advertisers, a certified network or exchange must have a contractual agreement with the publisher in which consent is explicitly given to aggregate behavioral data for the purposes of using this information for behavioral targeting of advertisers off the publisher's site. This will confirm that advertisers and agencies can be reassured that data collected by the network or exchange for targeting purposes on their campaign has been done so in a transparent manner with the publisher's full permission.
2. When buying Third-party Data (see glossary) from a Data Aggregator (see glossary), a certified network or exchange must disclose in writing to the advertiser which data aggregators may be used for a given advertiser's campaign but not specific to each campaign.

The Data Disclosure to publishers, as applicable, shall be made in the network or exchange's standard Affiliate Agreement with publisher partners.

The Data Disclosure to advertisers, as applicable, shall be disclosed in writing prior to the execution of the campaign. This can be done within the proposal, or in the IO executed between the agency/advertiser and network/exchange.

Generally, any business entity working with a network or exchange should understand what data is being leveraged. The principle of this section is not to dictate data ownership, but rather to provide guidelines of proper disclosure and transparency between networks and exchanges and their partners.

Given this general principle, it is highly recommended that networks and exchanges urge similar data disclosures on the part of any advertiser or agency partners.

Compliance

These guidelines are voluntary. Networks & exchanges that choose to self-certify must follow the minimum guidelines outlined in the previous sections of this document:

- Acquiring Inventory: accurately label inventory in accordance with established content framework along 4 criteria:
 - Source level transparency
 - Source relationship transparency
 - Content level transparency
 - Placement details transparency
- Contextual Taxonomy & Targeting: accurately categorize content in accordance with Tiers 1 & 2 of IAB Contextual Taxonomy in **Exhibit A**, and specify the depth (e.g. site level vs. page level) of categorization
 - Network or Exchange can choose to use a different taxonomy as long as the taxonomy can be clearly mapped back to the taxonomy outlined within this document and explained to and understood by an advertiser with sufficient detail. For example, if Network A has a Recreation category, it must be able to explain how this maps back to the Tier 1 Sports category and corresponding Tier 2 categories.
- Inventory Vetting: accurately label content in accordance with established guidelines as explained in **Exhibits B and C**
 - There is no requirement for the individual(s) responsible for content/site labeling to be separate or independent from each network and exchange's existing publisher team or process for site labeling
- Data Disclosure: provide disclosure to publisher partners who are contributing data and to advertisers when using third party data
- **Exhibit E** provides a compliance checklist

Compliance Officer

- To ensure that networks and exchanges obtain self-certification and continue to maintain this self-certification through compliance with these guidelines, a quarterly internal audit will be conducted by a "compliance officer" to be appointed by each network or exchange
- To ensure appropriate compliance testing and assessment, the compliance officer should:
 - Have reporting relationships whereby compliance assessments are not influenced or biased by operations personnel being tested for compliance
 - Have adequate technical training and proficiency in testing and assessing compliance

- Have adequate knowledge of the subject matter covered within these guidelines within the network and exchange organization
- Have an independence in mental attitude with regard to compliance assessments:
 - Maintaining intellectual honesty and impartiality
 - Objectively considering facts using unbiased judgment
 - Exercise due professional care in performing self-certification tasks as described below
- Recognizing that companies of various sizes and resources will be involved in compliance for the IAB Quality Assurance Guidelines for Networks and Exchanges, these guidelines deliberately do not specify:
 - the job title required to be appointed Compliance Officer
 - the number of people/internal resources required to execute an internal audit
- The Compliance Officer and his/her team is responsible for the following:
 - Attending IAB compliance training (in person or online)
 - Educating internal teams on IAB Networks & Exchanges Quality Assurance Guidelines and changes to IAB Networks & Exchanges Quality Assurance Guidelines
 - Reviewing the publisher intake process
 - Content reviews
 - Applying standard rating system to content
 - Ongoing reviews for quality control
 - Providing internal audit documentation for IAB self-attestation documents to be signed by the Compliance Officer himself/ herself and the CEO, CFO or business unit head
- IAB training for compliance will be developed with the guidance of a Networks & Exchanges Steering Committee. The training program will outline principles for internal audits and create consistency across the industry.
 - Internal audits should ensure:
 - That the guidelines are consistently and completely followed,
 - That error situations are detected in a timely fashion, and
 - That appropriate corrective measures are taken in a timely fashion
 - Internal audits should also include a risk analysis of certain control functions to assess how much testing should be conducted to validate adherence
 - Internal audits should include actual testing of data (sites/pages/ads/logs), both statistically and judgmentally based, to validate that the existing control structure is effective

Networks & Exchanges Steering Committee

- To establish a peer review system, the IAB will create a Networks & Exchanges Steering Committee. The group will be comprised of volunteers from the IAB Networks & Exchanges Committee. IAB General Members (corporate entities or standalone divisions of a corporate entity whose revenue is significantly based on the sale of interactive advertising inventory) will be eligible to serve on the Steering Committee. There will be 9 individuals who will serve a 1-year term.
- The Steering Committee will convene for the first time during the Public Comment period for these guidelines, and subsequently, it will meet as necessary to review proposed changes to these guidelines, provide guidance on training, and review complaints filed against certified networks & exchanges
 - A separate module for video advertising will be developed in the training program to ensure that the nuances of digital video advertising formats are addressed
- To ensure that representation is fairly rotated throughout the Networks & Exchanges Committee, the IAB will choose a slate of 9 members who have volunteered to serve on the Steering Committee
 - The Networks & Exchanges Committee will vote to approve the slate of all 9 members of the Steering Committee
 - If the slate is not approved by a majority, then the IAB will submit a new slate of volunteers for approval
- The IAB has the right to replace members of the Steering Committee who are not fulfilling their expected duties, which include attending meetings and reviewing pending issues in a timely manner
 - IAB will appoint interim members of the Steering Committee to serve out the rest of the term until elections are held

Self-Certification

- To receive certification, a network or exchange must submit 2 public documents, in the form referred to below, to the IAB annually to attest that the network or exchange is in compliance with these guidelines
 - 1 signed by the Compliance Officer (**Exhibit G**)
 - 1 signed by the CEO, CFO or business unit head of the Network or Exchange (**Exhibit H**)
- Dues are to be collected to support Compliance Officer training, self-attestation documents, non-compliance resolution process, and general administration
 - IAB General Members (corporate entities or standalone divisions of a corporate entity whose revenue is significantly based on the sale of interactive advertising inventory) will be eligible for self-certification

Enforcement & Appeal

- Buyers (marketers & agencies) can report non-compliance by submitting a complaint form to the IAB (**Exhibit I**). The complaint must include specific evidence of non-compliance and must be signed by someone within the buyer's organization of at least a manager level.
- The IAB Network & Exchanges Steering Committee shall have the authority to review and adjudicate complaints against certified networks & exchanges and shall provide the certified network and exchange with a copy of the complaint.
- Certified networks & exchanges shall have a reasonable opportunity to either repudiate an allegation of non-compliance or to remediate any alleged incident of non-compliance prior to review by the IAB Network & Exchanges Steering Committee.
- The network or exchange involved will work in a good faith effort to resolve the complaint as expeditiously as possible.
- However, if there are 3 material complaints deemed valid by a majority of the IAB Networks & Exchanges Steering Committee in a 6 month period against a certified network or exchange, that are not remediated, that network or exchange will lose certification. Prior to the loss of certification, the certified network or exchange will have the right to appeal the loss of certification in person, within 10 days of such decision, to the full IAB Networks & Exchanges Steering Committee.
- Certified networks & exchanges will be listed on the IAB website. The list will be updated when and as needed to reflect all current certified networks & exchanges. Individual complaints will not be disclosed publicly.
- In order to become recertified, the network or exchange must provide documentation on how and when the complaint was addressed and the steps it has taken to ensure that similar problems will not occur in the future.
 - The network or exchange must come before the IAB Networks & Exchanges Steering Committee to present the documentation.
 - If the majority of the Steering Committee is satisfied with the explanations and evidence, the network or exchange must then pay a fee to the IAB in order to be recertified.

Gating Period

- To accommodate the need for extensive training and resources required to comply with the IAB Quality Assurance Guidelines, networks & exchanges will have a gating period of 6 months
- The gating period will start with the date of when the IAB training program is available, and during this 6 month period:
 - Networks & Exchanges should assign a Compliance Officer,
 - Have the Compliance Officer complete training,
 - Conduct at least 1 quarterly internal audit, and
 - Submit self-attestation documents
- The IAB will publish a list on the IAB website to announce certification of networks & exchanges that have successfully implemented these guidelines at the end of the 6 month gating period. The list will be updated when and as needed to reflect all current certified networks & exchanges.

Exhibit E: Compliance Checklist

Acquiring Inventory:

	Full real-time disclosure	Full disclosure (certain site list)	Partial disclosure (representative site list)	Minimal or No disclosure (blind/no site list)
Source level transparency				

	Direct	Indirect
Source relationship transparency		

Content level transparency

	Yes	No	Unknown	Page/Section/Site Level
Moderated UGC				
Un-moderated UGC				
Adult/Nudity/Sexually suggestive content				
Privacy Policy				

Placement details transparency

	Above-the-fold	Below-the-fold	Unknown
Ad positioning			

	Yes	No	Unknown
Accepts expandable creative			
Rich media properties			
Behavior within the creative (i.e. host- or user-initiated)			
Accepts video advertising			

Contextual Taxonomy & Targeting:

Content Category

	Tier 1 Category (Primary)	Tier 2 Category (Secondary 1)	Tier 2 Category (Secondary 2, optional)	Tier 2 Category (Secondary 3, optional)	Tier 3 Category (optional)
Arts & Entertainment	Ex: Arts & Entertainment	Ex: Humor	Ex: Television		
Automotive					
Business					
Careers					
Education					
Family & Parenting					
Personal Finance					
Health & Fitness					
Food & Drink					
Hobbies & Interests					
Home & Garden					
Law, Gov't & Politics					
News					
Society					
Science					
Pets					
Sports					
Style & Fashion					
Technology & Computing					
Travel					
Real Estate					
Shopping					
Religion and Spirituality					
Uncategorized					

Targeting Level

	Category/Portal Level	Site Level	Site Section Level	Page Level	Unit Level
Content Category					

Inventory Vetting:

Online Media Rating System

	All Audiences	Everyone over 12	Mature Audiences	Unknown/ Undisclosed
Content Rating				

Non-Standard Content & Non-Standard Site Characteristics

	Yes	No	Unknown/ Undisclosed
Extreme Graphic/Explicit Violence			
Pornography			
Profane Content			
Hate Content			
Illegal Content			
Warez			
Spyware/Malware			
Under Construction			
Incentivized			
Un-moderated UGC			
Copyright Infringement			

Data Disclosure:

	Yes	No	Unknown/ Undisclosed	Not Applicable
Contractual publisher agreement(s) to leverage data to behaviorally target off the site				

	Data Aggregator(s)	Unknown/ Undisclosed	Not Applicable
Third-party Data from Data Aggregator(s)			

Exhibit F: Compliance Seal

Certified Networks & Exchanges will have the opportunity to place a compliance seal on their documents, including IOs – showing that they are compliant with these Quality Assurance Guidelines.



Exhibit G: Compliance Officer Attestation

I, _____ (name of Compliance Officer), attest that:

1. I have conducted quarterly internal audits for _____ (name of Network or Exchange) for _____ quarter(s) and year _____;
2. The CEO, CFO or Business Unit Head and I are responsible for following the procedures outlined in the IAB Quality Assurance Guidelines for Networks & Exchanges:
 - a. Acquiring Inventory: accurately label inventory in accordance with established content framework along 4 criteria:
 - i. Source level transparency
 - ii. Source relationship transparency
 - iii. Site/content level transparency
 - iv. Placement details transparency
 - b. Contextual Taxonomy & Targeting: accurately categorize content in accordance with Tiers 1 & 2 of IAB Contextual Taxonomy, and specify the depth (e.g. site level vs. page level) of categorization
 - i. If we have chosen to use a different taxonomy, we can clearly map our taxonomy back to the IAB taxonomy and explain to a buyer with sufficient detail
 - c. Inventory Vetting: accurately label content in accordance with established guidelines as explained in Exhibits A and B of the IAB Quality Assurance Guidelines for Networks & Exchanges
 - d. Data Disclosure: accurately disclosed to publisher partners who are contributing data and to advertisers when using third party data;
3. Based on my knowledge and best efforts, _____ (name of Network or Exchange) is in compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges as of the date below; and
4. I agree to allow the IAB to publically disclose _____ (name of Network or Exchange) compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges, and in the case of loss of certification, I agree to allow the IAB to publically disclose that _____ (name of Network or Exchange) has lost certification.

Date:

Signature:

Name:

Title:

Exhibit H: CEO, CFO, or Business Unit Head Attestation

I, _____ (name of CEO, CFO, or business unit head), attest that:

1. I have reviewed quarterly internal audits _____ (name of Network or Exchange) for _____ quarter(s) and year _____;
2. The Compliance Officer and I are responsible for following the procedures outlined in the IAB Quality Assurance Guidelines for Networks & Exchanges:
 - a. Acquiring Inventory: accurately label inventory in accordance with established content framework along 4 criteria:
 - i. Source level transparency
 - ii. Source relationship transparency
 - iii. Site/content level transparency
 - iv. Placement details transparency
 - b. Contextual Taxonomy & Targeting: accurately categorize content in accordance with Tiers 1 & 2 of IAB Contextual Taxonomy, and specify the depth (e.g. site level vs. page level) of categorization
 - i. If we have chosen to use a different taxonomy, we can clearly map our taxonomy back to the IAB taxonomy and explain to a buyer with sufficient detail
 - c. Inventory Vetting: accurately label content in accordance with established guidelines as explained in Exhibits A and B of the IAB Quality Assurance Guidelines for Networks & Exchanges;
 - d. Data Disclosure: accurately disclosed to publisher partners who are contributing data and to advertisers when using third party data;
3. Based on my knowledge and best efforts, _____ (name of Network or Exchange) is in compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges as of the date below; and
4. I agree to allow the IAB to publically disclose _____ (name of Network or Exchange) compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges, and in the case of loss of certification, I agree to allow the IAB to publically disclose that _____ (name of Network or Exchange) has lost certification.

Date:

Signature:

Name:

Title:

Exhibit I: Buyer Complaint Form

I, _____ (name of manager), believe that _____ (name of Network or Exchange) is not in compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges. I have attached details of the complaint as well as relevant documentation such as:

- Client(s) impacted
- Screenshot(s)
- Insertion Order(s)

I agree to cooperate with the IAB Networks & Exchanges Steering Committee to review the complaint and work with _____ (name of Network or Exchange) to resolve the complaint.

Date:

Signature:

Name:

Title:

Company:

Glossary

To demystify and prevent confusion, the following definitions provide a standard list of commonly used terms. Consistent standards ensure that all industry players are on the same page and working towards the same goals. Universal industry definitions are also a vital ingredient to moving online marketing forward and increasing its allocation in the marketing mix.

The behavioral definitions were developed in conjunction with the Behavioral Targeting Standards Consortium Advisory Board (www.BTStandards.org). The data definitions were developed in conjunction with the IAB's Data Usage and Control Taskforce.

- **Ad Click** – The user activity of pressing a navigation button or hitting the enter key on the keyboard on an advertisement unit on a Web site (banner, button or text link). (See Click-through)
- **Ad Creative Pixel** (See Pixel)
- **Ad Exchange** – Ad exchanges provide a sales channel to publishers and ad networks, as well as aggregated inventory to advertisers. They bring a technology platform that facilitates automated auction based pricing and buying in real-time. Ad exchanges' business models and practices may include features that are similar to those offered by ad networks. For the purposes of the IAB Networks & Exchanges Quality Assurance Guidelines, the definition of an ad exchange excludes technology platforms that only provide tools to enable direct media buying and selling between exchange participants.
- **Ad Network** – Ad networks provide an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies to enhance value to both publishers and advertisers, including unique targeting capabilities, creative generation, and optimization. Ad networks' business models and practices may include features that are similar to those offered by ad exchanges.
- **Ad Server** - A computer application that enables the delivery, tracking and management of advertising content on publisher inventory.
 - **Single-site Publisher Ad Server** - Single-site Publisher Ad Servers focus on maximizing the yield to the publisher.
- **Add to Cart** – The user activity of storing merchandise in a virtual shopping cart that the user intends to later purchase from an online e-commerce website. This enables users to continue browsing and "check-out" later or alternately delete these items from the cart.
- **Advertiser Ad Tag** - Software code that an advertiser provides to a publisher or ad network that calls the advertisers ad server for the purposes of displaying an advertisement.

- **Advertising Banner (also called Ad Banner or Banner)** - A static graphical image (GIF or JPEG files) or interactive content (Flash files) used to display an advertising unit on a web site. Most banners enable users to click on ad to be redirected to another website.
- **Adware** - Computer software provided to the user free of charge or at a discounted price that downloads and displays advertising to support its continued development and maintenance. This software often tracks what Internet sites the user visits.
- **Affiliate Conversion Data** - Data that is collected by an affiliate marketing system when a user completes a transaction or manifests certain behaviors on a web page. The system typically collects this data by means of a conversion pixel that is placed on the merchant's site.
- **Affiliate Marketing** - Affiliate Marketing is a method of generating leads or sales, whereby an online publisher is paid for referring users to an online e-commerce merchant. Referrals are measured by clicks, registrations or sales.
- **Aggregate Campaign Data** - Data combined from several advertising campaigns to create a segment where campaign level data is not identifiable.
- **Agency** - An organization that, on behalf of clients, plans marketing and advertising campaigns, drafts and produces advertisements, places advertisements in the media. In interactive advertising, agencies often use third party technology (ad servers) and may place advertisements with publishers, ad networks and other industry participants.
- **Attribute** - A single piece of information known about a user and stored in a behavioral profile which may be used to match ad content to users. Attributes consist of demographic information (e.g., age, gender, geographical location), segment or cluster information (e.g., auto enthusiast), and retargeting information (e.g., visited Site X two days ago). Segment or cluster information is derived from the user's prior online activities (e.g., pages visited, content viewed, searches made and clicking and purchasing behaviors). Generally, this is anonymous data (non-PII).
- **Audience Measurement** - The counting of unique users (i.e. audience) and their interaction with online content. At a campaign level, this service is conducted by a third party to validate that a publisher delivered what an advertiser had requested. At the industry level, this service enables media buyers to understand which brokers of online content to negotiate with to reach a specific audience.
- **Beacon** (See Pixel)
- **Behavioral Event** - A user-initiated action which may include, but not limited to: searches, content views, clicks, purchases, form-based information and other interactions. Behavioral events are anonymous and do not include personally identifiable information (PII).
- **Business Visitor** - A user that accesses online content in furtherance of their employment.
- **Click-through** - The measurement of a user clicking on a link that re-directs the user's web-enabled device to another Web destination.
- **Clickstream Data** - A Clickstream is the recording of what a computer user clicks on while web browsing. As the user clicks anywhere in the webpage or application, the action is logged on a client or inside the web server, as well as possibly the web

browser and ad servers. Clickstream data analysis can be used to create a user profile that aids in understanding the types of people that visit a company's website, or predict whether a customer is likely to purchase from an e-commerce website.

- **Content (Site/Page)** - Site content is the textual, visual or aural content is encountered as part of the user experience on a website. It may include, among other things: text, images, sounds, animations and videos. Web content is dominated by the "page" concept, with multiple pages of related content typically forming a site.
- **Content Delivery Network (alternately Content Distribution Network) (CDN)** - A service that hosts online assets and provides content management via servers located around the globe to reduce the latency of downloads to users.
- **Communication** - The activity of conveying information by or to people or groups. Examples of online communication include email, instant messaging, text-messaging, group-messaging.
- **Conversion Pixel** (See Pixel)
- **Conversion rate** - The percentage of users who complete a desired action (e.g., purchase or registration) compared to all users who were exposed to an online ad.
- **Cookie** - A small text file sent by a website's server to be stored on the user's web-enabled device that is returned unchanged by the user's device to the server on subsequent interactions. The cookie enables the website domain to associate data with that device and distinguish requests from different devices. Cookies often store behavioral information.
- **Cookie Matching** - A method of enabling data appending by linking one company's user identifier to another company's user identifier.
- **Creative Retargeting** - A method that enables advertisers to display information (typically an ad) specifically to visitors that previously were exposed to or interacted with the advertisers' creative.
- **Cross-site Publisher Analytics** - Services that provide normative metrics about and estimates of multiple publishers' inventory.
- **Cross-site Advertiser Analytics** - Software or services that allow an advertiser to optimize and audit the delivery of creative content on pre-bought publisher inventory. Data can range from numbers of pages visited, to content visited, to purchases made by a particular user. Such data is used to surmise future habits of user or best placement for a particular advertiser based on success.
- **Data** - Any information collected.
- **Data Aggregator** - An organization that collects and compiles data from individual sites to sell to others.
- **Data Append** - User data from one source is linked to a user's profile from another source.
- **Data Segment** - (See Segment)
- **Demand Side Platform (also called DSP, buy side optimizers, and buy side platforms)** - Demand Side Platforms provide centralized (aggregated) media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of said sources. While there is some similarity between a DSP and an ad network, DSP's are differentiated from ad

networks in that they do not provide standard campaign management services, publisher services nor direct publisher relationships.

- **Desktop Application** – Software that is installed on a computer.
- **Deep Packet Inspection** - A form of computer network packet filtering that examines the data and/or header part of a packet as it passes an inspection point. In the context of online advertising, it is used to collect data, typically through an Internet Service Provider, which can be used to display targeted advertising to users based on previous web activity.
- **Frequency Capping** – The limit of how many times a given ad will be shown to a unique cookie during a session or within a specified time period.
- **Hit** - The record of a single online transaction event stored in a log file. One page view may contain multiple hits, one for each image on a web page.
- **Home Visitor** – A user that access online content from their residence.
- **Impression (also called a View)** - A single display of online content to a user's web-enabled device. Many websites sell advertising space by the number of impressions displayed to users. An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a users screen, the ad server may count that loading as one impression. However, the ad server may be programmed to exclude from the count certain non-qualifying activity such as a reload, internal user actions, and other events that the advertiser and ad serving company agreed to not count.
- **Inventory** – The aggregate number of opportunities near publisher content to display advertisement to visitors.
- **Internet Service Provider (ISP) (also called Online Service Provider)** – A company that enables its customers to access the Internet.
- **Link (short for Hyperlink)** – A text or graphical portion of a webpage that, when selected, redirects the user's web-enabled device to another webpage.
- **Metadata** – Data that provides information about other data. This includes descriptions of the characteristics of information, such as quality, origin, context, content and structure.
- **Multi-site company** - A single entity that owns and operates multiple web sites, each under a separate domain.
- **Non-Session data (also called out-of-session data)** – information that cannot be gleaned from the current, single event of a visitor.
- **Online Publisher** – A creator and/or aggregator of online content, which often monetizes user visits by displaying advertisements.
- **Out-of-session data** – (See Non-Session data)
- **Pass Back** – an impression offered to a media buyer with the right of first refusal, such that when this right is exercised the impression is offered to another media buyer.
- **Personalization** - Aggregating previous online activity to match non-ad related information to users.
- **Personalization Service** – Software or service that enables websites to match non-ad related information to user.

- **Personally Identifiable Information (PII)** - User data that could be used to uniquely identify the consumer. Examples include name, social security number, postal address, and email address.
- **Piggyback Pixel** (See Pixel)
- **Pixel (also called Beacon or Web Beacon)** - An HTML object or code that transmits information to a third-party server, where the user is the first party and the site they are interacting with is the second party. Pixels are used to track online user activity, such as viewing a particular web page or completing a conversion process. See Ad Creative Pixel, Conversion Pixel, Publisher Pixel.
 - **Ad Creative Pixel** - A pixel request embedded in an ad tag which calls a web server for the purpose of tracking that a user has viewed a particular ad.
 - **Conversion Pixel** - An image tag or code that transmits to a third-party server that a user has successfully completed a process (such as purchase or registration).
 - **Piggyback Pixel** - An image tag or code that redirects a user browser to another pixel not directly placed on the publisher page.
- **Profile** - Profile is the collection of attributes describing segments, clusters or aggregated data, including prior online activity of a user.
- **Profile Aggregator** - A profile aggregator collects data from various third-party sources to generate behavioral profiles.
- **Profile Database** - Profile Database a server-side store of behavioral profiles.
- **Publisher Pixel** - An object embedded in a web page (typically a 1x1 image pixel) that calls a web server for purposes of tracking some kind of user activity.
- **Publisher Ad Tag** - Code that is placed on a publisher's web page that calls an ad server for the purposes of displaying an advertisement.
- **Purchase** - The user activity of completing an e-commerce transaction.
- **Referring URL** - The address of the webpage that a user previously visited prior to following a link.
- **Registration** - The user activity of subscribing to a website or requesting additional information by filling in personally-identifying contact details.
- **Retargeting (or re-targeting)** - The use of a pixel tag or other code to enable a third-party to recognize particular users outside of the domain from which the activity was collected. See Creative Retargeting, Site Retargeting.
- **Really Simple Syndication (RSS)** - Metadata about content that enables a website to distribute new content with identical metadata to a subscriber of this feed.
- **RSS Reader** - Software or website that aggregates syndicated content (e.g., news headlines, blogs, and podcasts) into a single location for easy viewing.
- **Screen Scraping** - A way of collecting information from a web page, whereby a remote computer program copies information from a website that is designed to display information to a user.
- **Search** - The act of entering a query at a search engine by entering in a series of keywords describing their desired content.
- **Search Click** - A click originating from a list of links returned by a query to a search engine.

- **Search Engine** – A website that provides a searchable index of online content, whereby users enter keywords describing what they are seeking and the website returns links related to this search query.
- **Segment** (also called Data Segment or audience) – A set of users who share one or more similar attributes.
- **Sell Side Platform (also called sell side optimizers, inventory aggregators, and yield optimizers)** – Sell Side Platforms provide outsourced media selling and ad network management services for publishers. Sell-side platform and ad networks business models and practices are similar. Sell-side platforms are typically differentiated from ad networks in not providing services for advertisers. Demand Side Platforms and Ad Networks often buy from Sell Side Platforms.
- **Single-site Publisher Analytics** - Software or services that analyze information about users, including metrics such as unique visitors and site usage. The collected data is used only on behalf of the site from which the data is collected.
- **Site/Page/Position Transparency** - Ability for the buyer of media (typically an advertisement) to understand the location and context within which the media will be displayed. Transparency can be at the level of web property (site), page content (page) or position (specific location within page). Site transparency, in the context of a network or an exchange, refers to the ability of a buyer of inventory to know the exact identity of the website domain or page on which they have shown advertisements.
- **Spyware** - Computer software that is installed surreptitiously to intercept or take partial control over the user's interaction with a computer, without the user's informed consent. Spyware programs can collect various types of information, such as Internet surfing habits, but can also interfere with user control of the computer in other ways, such as installing additional software, and redirecting web browser activity. The software usually does not contain generally accepted standards of notice describing what the purpose and/or behavior of the software is nor does it usually contain visible or functioning choice mechanisms for complete uninstall. The programs are typically characterized by behaviors that can be considered deceptive if not harmful to the user and/or his computer.
- **Targeted Advertisement** – an advertisement that is shown only to users exhibiting specific attributes or in a specific context or at a particular time of day.

- **Targeting** –

Type	Definition
Audience Targeting	A method that enables advertisers to show an ad specifically to visitors based on their shared behavioral, demographic, geographic and/or technographic attributes. Audience targeting uses anonymous, non-PII data.
Behavioral Targeting	Using previous online user activity (e.g., pages visited, content viewed, searches, clicks and purchases) to generate a segment which is used to match advertising creative to users (sometimes also called Behavioral Profiling, Interest-based Advertising , or online behavioral advertising). Behavioral targeting uses anonymous, non-PII data.
Contextual Targeting	Targeting content that deals with specific topics, as determined by a contextual scanning technology.
Creative Retargeting	A method that enables advertisers to show an ad specifically to visitors that previously were exposed to or interacted with the advertisers' creative.
Demographic Targeting	A method that enables advertisers to show an ad specifically to visitors based on demographic information such as age, gender and income which may come from, site registration data or an inference-based mechanism.
Geographic Targeting	A method that enables advertisers to show an ad specifically to visitors based on zip code, area code, city, DMA, state, and/or country derived from user-declared registration information or inference-based mechanism.
Keyword Targeting	Targeting content that contains specific keywords.
Search Retargeting	A method that enables advertisers to show an ad specifically to visitors based one or more searches or search click events.
Semantic Targeting	A type of contextual targeting that also incorporates semantic techniques to understand page meaning and/or sentiment.
Site Retargeting	A method that enables advertisers to show an ad specifically to previous site visitors when they are on third-party web sites.
Time-based Targeting	A method that enables advertisers to show an ad specifically to visitors only on certain days of the week or times of the day (also known as Day Parting).

- **Third-party Data** – Data that did not originate from either the publisher or advertiser. Typically this is used to enhance ad targeting. For example, demographic data from a third party might be used to help determine which auto ad (make/model) to display on an auto site.
- **Toolbars** – A strip of icons installed in a software application or web page providing quick access to certain functions.
- **Uniform Resource Locator (URL) (also known as Uniform Resource Identifier (URI))** – An internet address composed of the protocol type (such as http:, ftp:, or gopher:) and the name of the server to be contacted (e.g., www.site.com).
- **Unique User** – An individual user that has interacted with online content, which is smaller than or equal to the number of cookies observed. The number of unique users to a website is usually an estimate.
- **User Agent** – Text sent as part of the HTTP protocol that identifies aspects of the software accessing the internet and the web-enabled device on which it is running. This information typically includes the application name, its version, the host operating system, and the user-preferred language.
- **User Registration Data** – Information gathered as part of a registration process. User registration data is used for many purposes, including but not limited to establishing an identity to be used to access the same web site in the future. User registration data may range from simply a username & password, or can be as extensive as the user's name, address, phone number, gender, income, education and other demographic information.
- **Visit** – The set of interactions between a user and a website. Because the Internet is a stateless environment there is no end-of-visit event to signal to the website when the visit is finished. Thus, the visit is measured by the set of interactions with less than a set duration of minutes between these interactions (e.g., 30-minutes of inactivity ends the visit).
- **Web Beacon** (See Pixel)
- **Web-enabled Application** - A user-facing program installed on a device that enables users to access the Internet. Examples include browsers, widgets and toolbars.
- **Web Page** - A set of online content identified by a URL.
- **Website** – A set of web pages that are designed and presented to be linked together by a single owner.
- **Widgets (also known as Plug-in or Applet)** - A program or tool which allows user to view, search, play, or do some other action separate from a typical webpage. Widgets can be defined by a variety of new digital tools available to marketers when such widgets have space within which marketers can advertise.