

IAB Rich Internet Application Ad Measurement Guidelines - An Overview

October 19, 2007

Welcome & Introductions

◆ Speakers

- Jeremy Fain, Director of Industry Services, IAB
- George Ivie, Executive Director, Media Rating Council

◆ Agenda

- Overview
- The Importance of Strong Measurement Standards
- The IAB Measurement Certification Initiative & Key Components of All Measurement Guidelines
- Scope and Key Components of the RIA Guidelines
- Auditing & Certification

RIA is Changing the Interactive Landscape

RIA technologies (AJAX, JSON, etc) are changing the landscape

- ◆ Publishers can create content-rich, dynamic environments for their users
- ◆ Content can be loaded without a new page load
- ◆ Advertising can *also* be loaded without a new page load

What does RIA mean for advertising impressions?

- ◆ Ad impressions do not need to be coupled to page views
 - Ads can be loaded based on any programming criteria (clicks, typing, hovering, time)

Importance of Strong Measurement Standards

Keys to Media Reporting and Measurement

- ◆ Transparency
- ◆ Reliability
- ◆ Consistency

Achieving This:

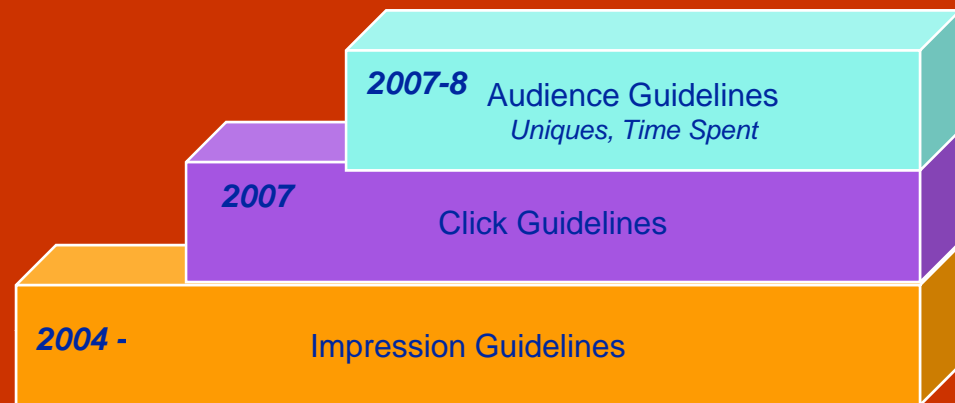
- ◆ Set standards – the highest possible with MRC guidance
- ◆ Live up to the standards – by agreeing to be audited against them
- ◆ Continuously improve on both the standards and the performance

IAB Rich Internet Application Ad Measurement Guidelines

IAB Measurement Guidelines

The IAB's Measurement Certification program began in 2004 with its first impression guidelines release.

Although new technologies will always create a need for additional measurement guidelines, the IAB's overall plan continues in motion with Click guidelines in process and audience guidelines just beginning.



IAB IMPRESSION MEASUREMENT GUIDELINES

- **Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines – November 2004**
- **Broadband (Digital) Video Commercial Guidelines – May 2006**
- **Rich Internet Application Ad Impression Guidelines – October 2007**
- **Rich Media Impression Guidelines ~ In process**

Foundational Measurement Guidelines Principles

- ◆ **Ad Impressions – Client-initiated counting**
 - Rejection of Server-Side Counting
 - Adoption of Beacon (and 302, etc.) at Client Side (As close as possible to final delivery)
- ◆ **Robot and Spider Filtration**
 - Creation of IAB/ABCe International Spiders & Robots List
 - Behavioral Filtration Guidelines Were Specified
- ◆ **Caching**
 - HTTP Header Controls or Random Number Assignments
- ◆ **Internal Traffic**
 - IT and .com Employees are Focus
 - Segregation, if Material
- ◆ **Disclosures**
 - Goal is Transparency
 - Description of Measurement Methodology
 - Reporting Tool

Key Components

“These guidelines are intended to cover on-line browser or browser-equivalent based Internet activity. Wireless, off-line cached media and Interactive-based television were not addressed in these guidelines due to differences in infrastructure and/or delivery method.”

SCOPE:

Browser or Browser-Like Experiences Only

Online flash games, gadgets/widgets, desktop applications, etc. are covered as long as ads are served through online ad-serving technologies.

Key Components

"This Guideline does not govern ads served during the first full page load/HTML request, which are still covered by the original Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines."

SCOPE:

Builds upon, but does not override,
original Impression Guidelines

Key Components

“In many RIA environments... significant user activity continues to be present. In instances where significant user activity... is present, this activity can be directly tied to ad-serving and counting provided that counting rules are defined in a consistent and fully disclosed manner.”

APPS WITH STRONG USER ACTIVITY:

Mouse button usage and keyboard activity are treated as legitimate reasons for dynamic ad-calls/impressions.

Other activity, such as joystick movement, mouse hovering on a map icon, etc is also allowed based on the design of application.

Examples: Maps, webmail, online flash games

Key Components

“In special circumstances, due to the nature of the RIA application, there may be no material user activity... In these cases disclosure and counting should abide by the auto-refresh guidelines of the current IAB Ad Impression Measurement Guidelines.”

APPS WITHOUT STRONG USER ACTIVITY:

Current auto-refresh guidelines should be followed:

- Site-set refresh rates are assessed for reasonableness
- Refresh methodology should be disclosed to customers

If these types of Rich Internet Apps produce material impressions counts, the counts should also be disaggregated from Strong User Activity-based counts and reported separately.

Examples: Financial tickers, sports tickers, video play-list sites

Key Components

“The organization using the Rich Internet Application, generally the publisher, may have the ability to determine whether the RIA is “in-focus” at the time of the ad count. If the “in-focus” status is known, counts may be differentiated and labeled “in-focus.”

APPS WITHOUT STRONG USER ACTIVITY:

Publishers are encouraged, but not required, to use an in-focus determination as part of their dynamic ad-call methodology in order to improve a user’s opportunity to see.

Auditing & Certification - Benefits

- ◆ **Verification of Process & Procedures**
 - Demonstrates compliance to the outside world
 - Provides assurance to management that processes are working as designed
- ◆ **Expands Validation to Further Components of Transaction Stream**
- ◆ **Provides Foundation for Improvement Initiatives**
 - Reconciliation Project
 - Drives Guideline Revisions

Auditing & Certification – Next Steps

- ◆ Contact References
 - Prior Auditees
- ◆ Seek Proposals
- ◆ Assess Audit Readiness:
 - Assistance
 - » AMC Group
 - » ABCi
 - » BPA
 - » ImServices
 - » MRC Pre-Audit – CPA Firms
 - Consider pre-audit to identify any issues
- ◆ Move Forward with Full Audit

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Questions?

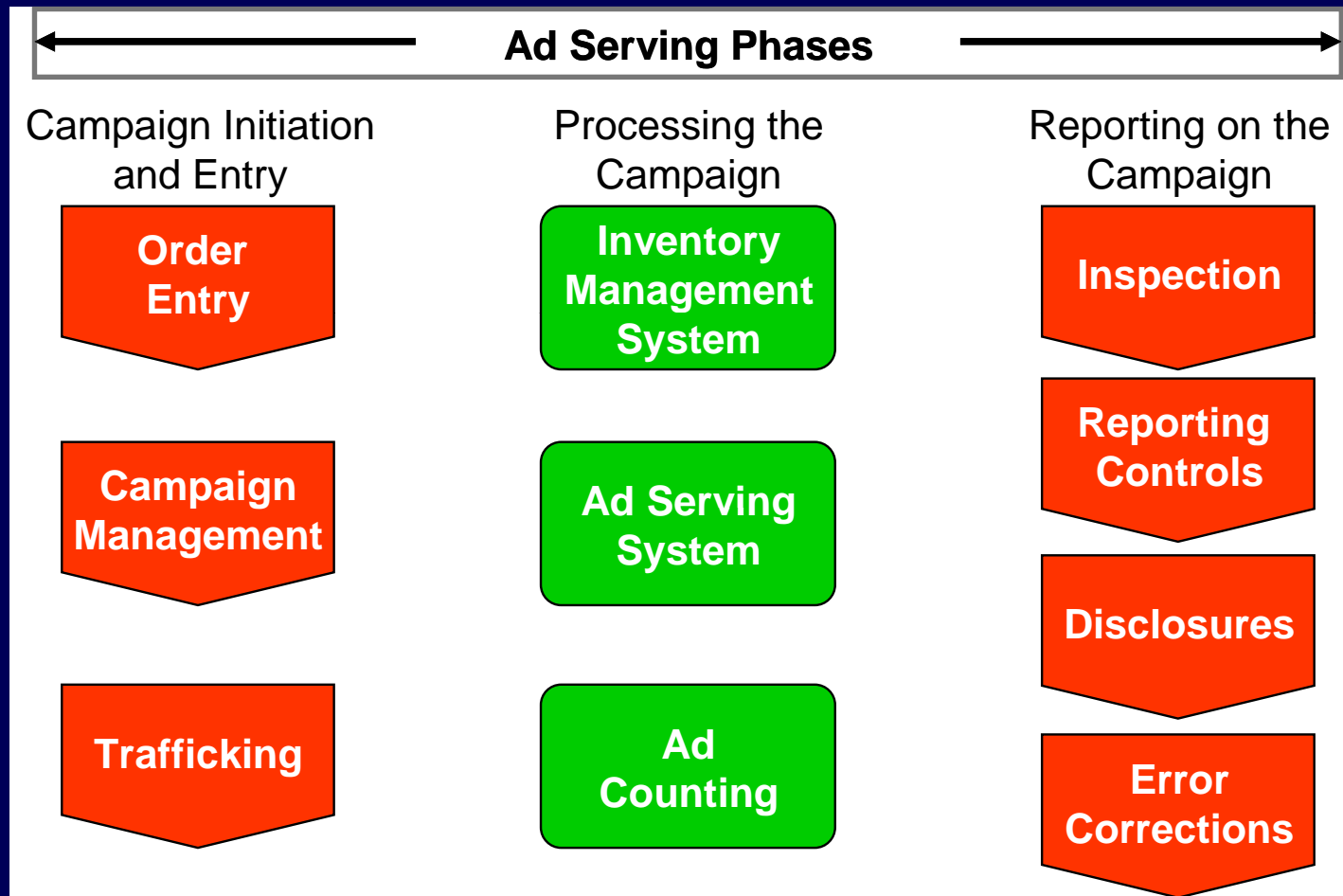
- ◆ Questions? Please email Jeremy Fain at jeremy@iab.net

Thank you!



Interactive
Advertising
Bureau

Auditing & Certification – Map of Processes & Technology



Auditing & Certification

Each of the ad serving phases needs to be evaluated as follows:

◆ Technology

- The most critical component. The software that actually drives the mechanism for ad serving must be determined to be working as it should and to be counting ads per the IAB Guidelines.

◆ Process

- There are processes that support each phase of the ad serving system that must be examined. Some process will be intricately linked to the technology (as with Enterprise and Proprietary implementations), while others will be independent and under the control of the agency or publisher using a 3rd Party Ad Server.

◆ Data

- The numbers, or data sets, that are a result of the technology and supporting process, are subject to review and validation by auditors. Management assertions and auditor opinions on the veracity of the data are critical components.

IAB Rich Internet Application Ad Measurement Guidelines

Auditing & Certification

Campaign Initiation
and Entry



Processing
the
Campaign



Reporting on the
Campaign

Technology

Mechanisms of the software are audited to be working in terms of what it should and does do, i.e., compliant

Process

The end-to-end process is examined, including that surrounding the technology, to determine if it is compliant with Guidelines

Data

The numbers, as a result of the technology and process, are validated. Management assertions and auditor opinions are critical here.

Auditing & Certification

- ◆ Measurement Certification is accorded when all aspects of each stage have been audited and are compliant with the most up-to-date IAB Ad Measurement Guidelines, supplements and appendices.
- ◆ Some auditing bodies conduct audits against separate and distinct standards and guidelines that have recognized value in the marketplace in addition to IAB Guidelines.