AM AGENDA

| Slide Numbers	Session Name	Speakers
4-21	**Opening Remarks: How Measurement & UX Help Brands Capture Consumer Attention**	• Dennis Buchheim, EVP & GM, IAB Tech Lab
22-22	**Colliding Trends: How 5G, Heads-up Display (HUD), AI & More Will Transform Audiences…Before You're Ready!**	• Brad Berens, Principal, Big Digital Idea Consulting, Inc.
23-50	**Elephant in the Room: How Brands Can Measure and Leverage Trust as a Metric to Capture Consumer Attention**	• Bob Perkins, Chief Operating Officer, BritePool
51-51	**A Collision Course in Digital Transformation After the Click: A Case Study**	• Julie Roehm, Former Chief Experience Officer and CMO, ABRA
52-52	**How People Based Strategy Will Make You Think Differently About Measurement**	• **Moderator:** Sue Hogan, SVP, Research & Measurement, IAB • Rachel Brook, Managing Partner, Head of Advanced Analytics, MediaCom • Chris Morgan, Vice President, Strategy, Moat Product, Oracle Data Cloud • Maggie Zhang, EVP, Video Research & Insights, Dentsu Aegis
53-67	**A Survivor's Guide to the OTT Apocalypse: Cross-Device Measurement & Tailored Content**	• Trevor Hamilton, Vice President, Sales, Kochava
68-74	**Conversation with the Media Rating Council: Cross-Media Measurement & Upcoming Guidance**	• Dennis Buchheim, EVP & GM, IAB Tech Lab • George Ivie, Executive Director & CEO, Media Rating Council
75-75	**Steps Forward in Over-the-Top (OTT) / CTV Measurement**	• Tal Chalozin, Co-Founder & CTO, Innovid

PM AGENDA

Slide Numbers	Session Name	Speakers
76-76	**Pandora's Leap Ahead in Measurement with Open Measurement SDK**	• Maria Breza, VP, Ad Quality Measurement & Audience Data Operations, Pandora • Elizabeth Petro, Principal Product Manager, Pandora
77-77	**Why Industry Collaboration on Technology Is Critical: Nielsen's Perspective on Open Measurement**	• Sara Navaridas, Digital Product Leadership, Nielsen
78-98	**Closing the Loop on Open Measurement SDK**	• Joe Ranzenbach, Director of Product, Mobile & Video, Integral Ad Science
99-108	**Measurement Technology Compliance: Podcast and Open Measurement SDK**	• Colleen Tricarico, Manager, Digital Audit Services, BPA Worldwide • Jarrett Wold, Director, Compliance Programs, IAB Tech Lab
109-140	**Better Ads are Good for Performance and Revenue: A Case Study and Update from Coalition for Better Ads**	• Neal Thurman, Director, Coalition for Better Ads
141-155	**The Re-Flex: How Publishers are Transforming the User Experience With the IAB's Latest Responsive, Flexible Ad Portfolio**	• **Moderator:** Omar Yousif, VP, NBCU Skycastle Digital Studio, NBCUniversal • Stephen Corby, CEO & Co-Founder, Specless • Rick Liguori, VP, Digital Sales Ops, OTS, NBCUniversal
156-156	**Browsing Websites in 2019: The Need to Design for Privacy**	• **Moderator:** Airey Baringer, Head of Product, Quantcast • Michael Krauss, VP, Product Management, Sourcepoint • Daniel Spring, Director, Product Management, Verizon Media
157-196	**Cross Platform Interactive Video Advertising with Secure Interactive Media Interface Definition (SIMID)**	• **Moderator:** Amit Shetty, Senior Director, Video & Audio Products, IAB Tech Lab • Aron Schatz, Director of Product & Data, PowerInbox • Ryan Thompson, Software Engineer, Google
197-208	**No Cookies? Use Your First Party Data to Drive Dynamic Creative Personalization**	• Shankar Venkataraman, SVP, Product & Engineering, Jivox
209-230	**Transforming Video in a Connected World**	• Jessica Hogue, GM of Measurement & Analytics, Innovid
231-233	**Closing Remarks**	• Shailley Singh, VP, Product, IAB Tech Lab

How Measurement and User Experience Help Brands Capture Consumer Attention

**Dennis Buchheim
Executive Vice President
& General Manager
IAB Tech Lab
@IABTechLab
@dbuchheim**

What is Tech Lab? You already know…
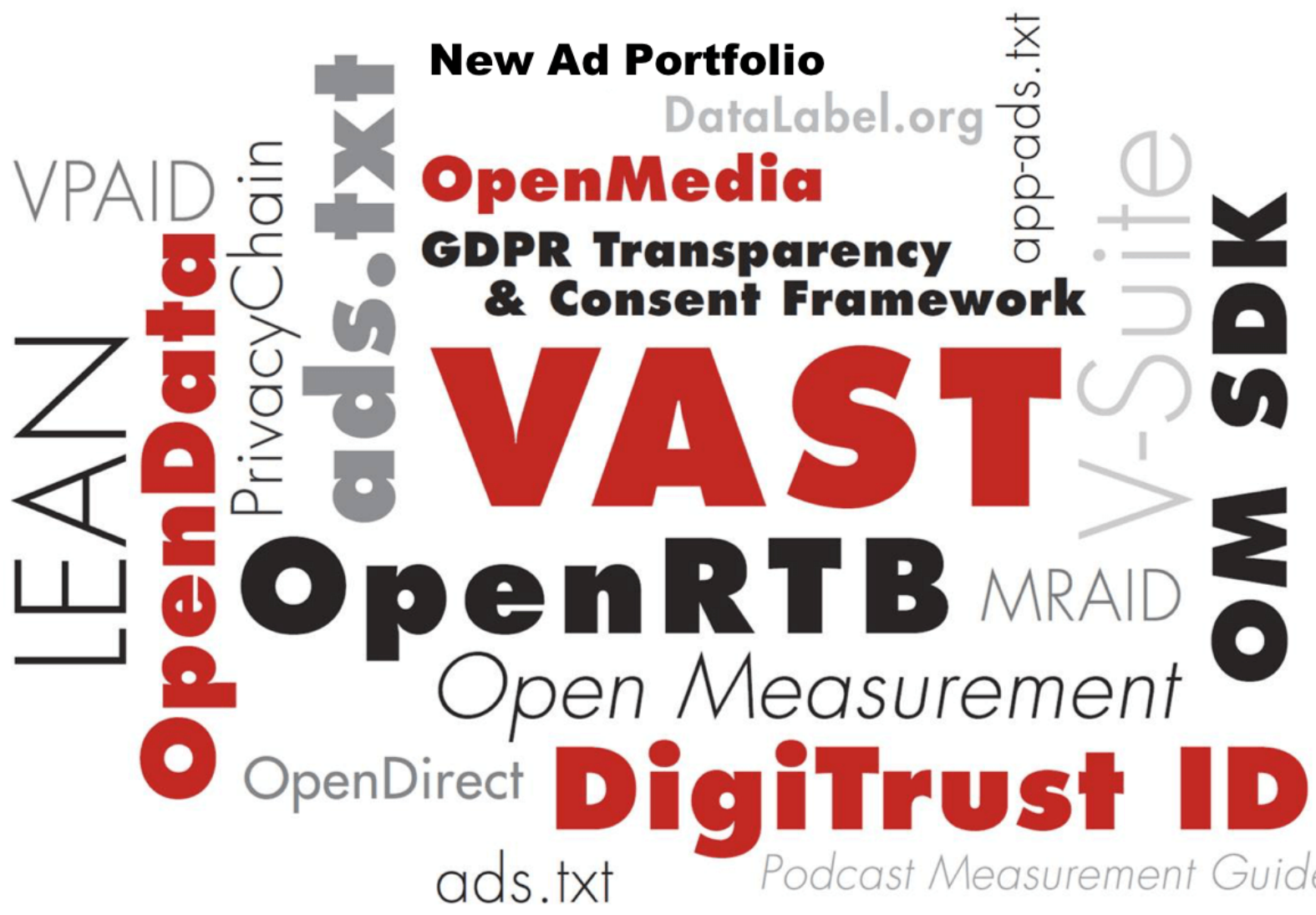
How Tech Lab Works with the Industry

Market Development
(supporting sales/marketing)

- Education & certification
- Research
- Public policy
- Guidelines & business standards
- Events & networking

PROPRIETARY   **INNOVATION**

- Product/Service development
- Operational innovation

- Packaging & pricing
- Competition

Technical Standards
(supporting product development)

- Standardized protocols & specifications
- Software & tools
- Compliance programs
- Supporting education & events

We're Engaging Globally & Growing Our Board

750+ companies
30 working groups
2,000+ people

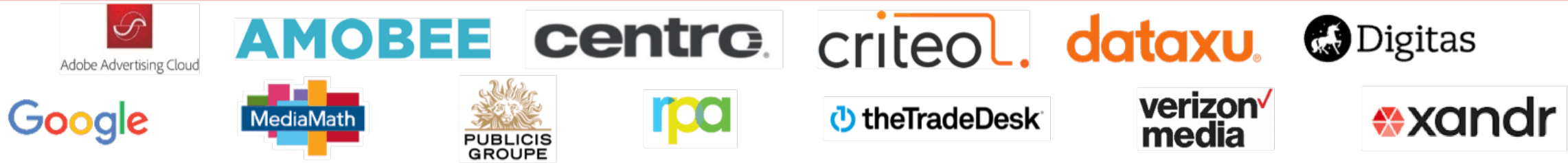* Local/regional IABs
supporting Tech Lab

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telaria
theTradeDesk
twitter
verizon media
xandr
YAHOO! JAPAN

...All to Support Our Vision – Mission – Strategy

VISION	MISSION	STRATEGY
WHY we do what we do	*WHAT we do to execute our vision*	*HOW we achieve our mission*
Enable growth and trust in the digital media ecosystem.	**Engage a member community globally to develop foundational technology and standards.**	**Provide solutions for:** • **Identity, Data, Privacy** • **Brand Safety & Ad Fraud** ➢ **Measurement** ➢ **Ad Experiences** • **Programmatic Effectiveness**

iab. TECH LAB
INNOVATION DAY

We're Seeing Good Progress in Adoption... with Your Continued Support

ads.txt – Adoption by 1000s of companies globally, including:

Adobe Advertising Cloud · AMOBEE · centro · criteo · dataxu · Digitas · Google · MediaMath · PUBLICIS GROUPE · rpa · theTradeDesk · verizon media · xandr

sellers.json – 150+ companies adopted globally in less than 6 months, including:

gumgum VISUAL INTELLIGENCE · INMOBI · KARGO · LiveIntent · ogury · OpenX · PubMatic · RHYTHMONE · rubicon PROJECT · SHE MEDIA · Taboola · yieldmo · xandr · adasta · admicro · Adsmovil · ASQ AUDIENCE SQUARE · FreakOut Holdings · Społecznościowa sieć reklamowa Społeczności.pl

OM SDK 50 companies (22 non-US) certified & 250 companies downloaded, including:

ADCARE · ADCOLONY · display.io · ByteDance 字节跳动 · Flipboard · GAMELOFT · hulu · jun group · MezzoMedia · ogury · OpenX · pinger · POKKT · smart · SmartNews · Tapjoy · Teads · verizon media · VERVE · wattpad

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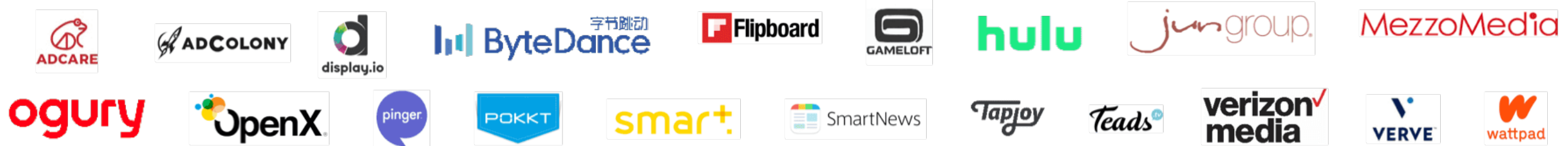
Keys to Consumer Attention

Trends Driving Changes
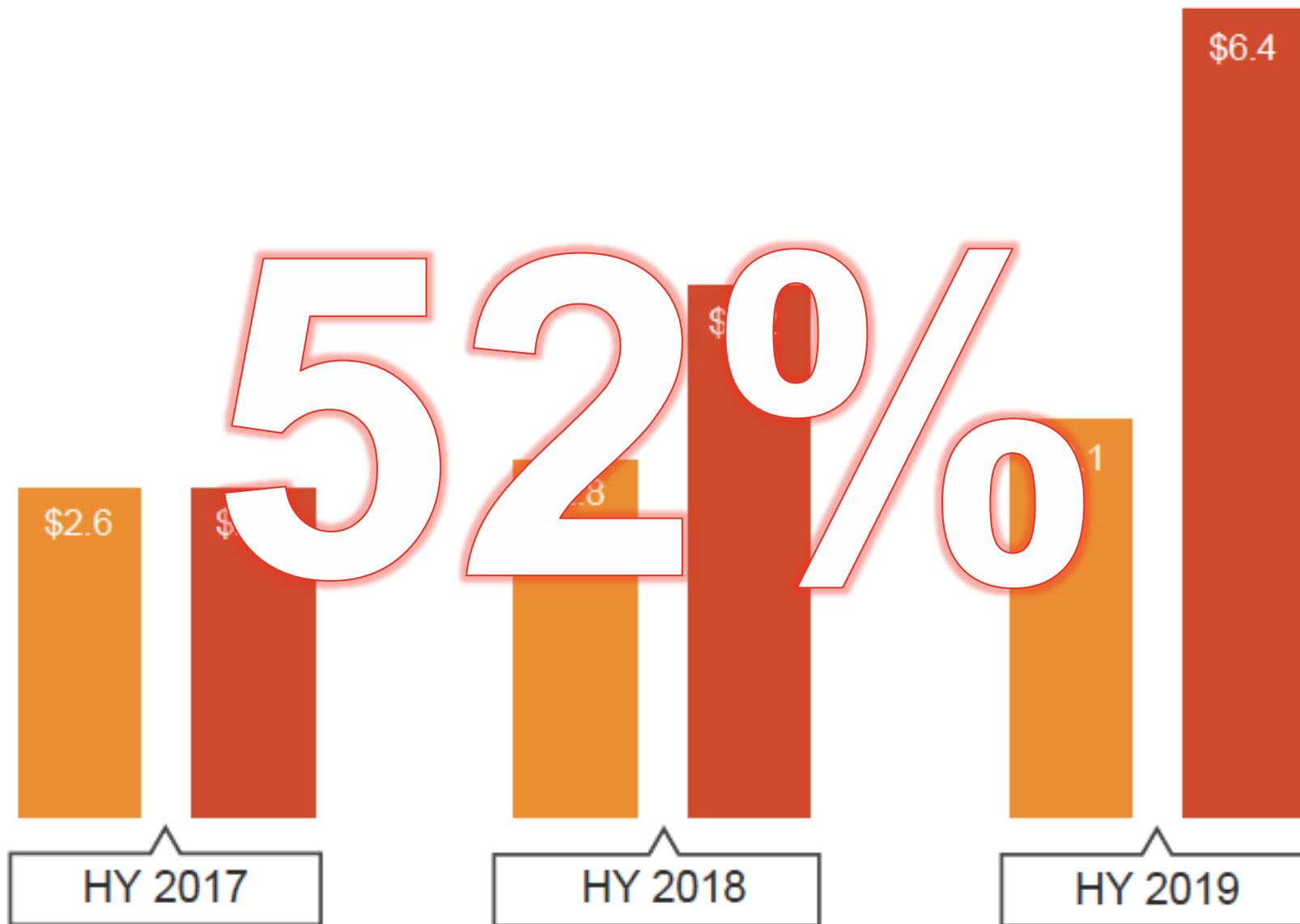
Source: IAB/PWC Ad Revenue Report, HY 2019

Source: IAB/PWC Ad Revenue Report, HY 2019
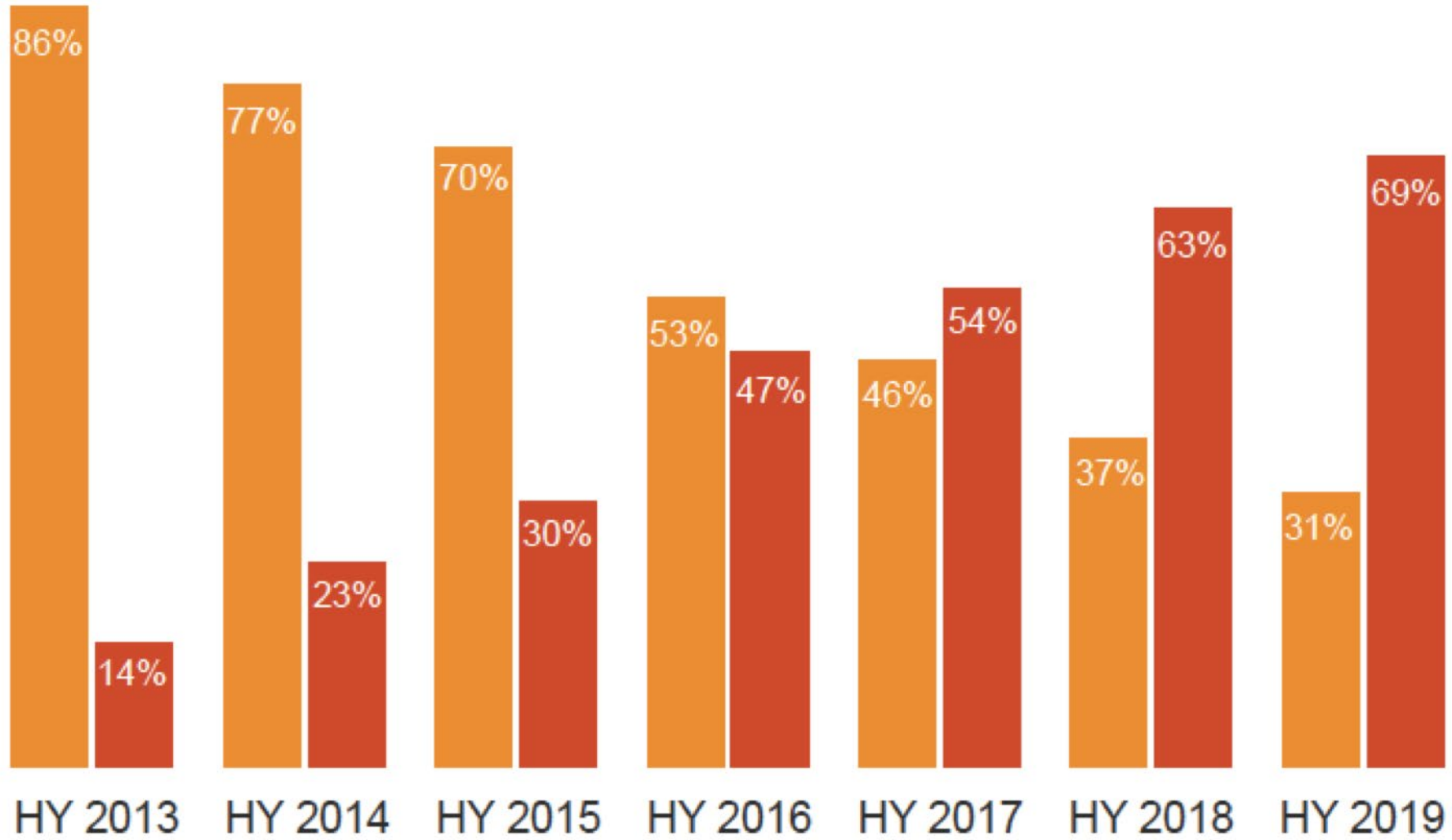
Source: IAB/PWC Ad Revenue Report, HY 2019

Desktop audio
- $250 — Half year 2018
- $252 — Half year 2019
- 0.8% YoY growth

Mobile audio
- $84 (approx)
- $9... (obscured)
- 40.9% YoY growth

40%

Total
- $935
- $1,216
- 30.1% YoY growth

Source: IAB/PWC Ad Revenue Report, HY 2019

CPM pricing model · Performance pricing model · Hybrid pricing model

Half year 2018: 4.6%, 34.5%, 61.0% — Half year 2019: 2.2%, 35.7%, 62.1%

62%

Source: IAB/PWC Ad Revenue Report, HY 2019
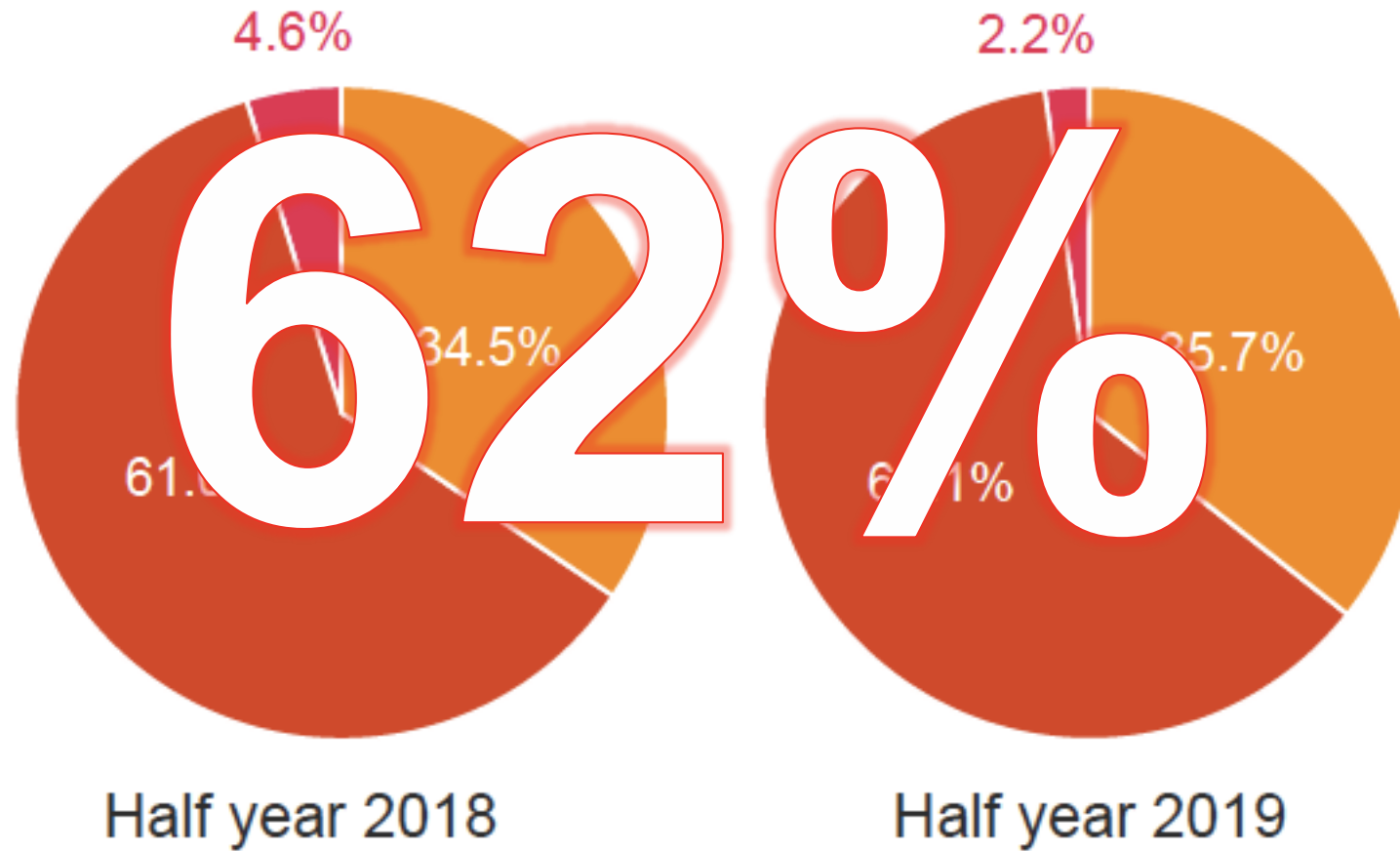
The future of advertising is:
- **Mobile**
- **Video**
- **Performance**

Direct-to-consumer brands know this, and so should we all!

This requires:

- **Better** Ad Experiences

- **Accurate & Consistent** Measurement

- **Scalable** Technology

Our Team & Working Groups Are Helping

THEME	STANDARD	PURPOSE
Ad Experiences	VAST 4.2	cross-device video delivery
	SIMID	cross-device interactive video
	MRAID 3.0	cross-platform mobile rich media
	New Ad Portfolio	responsive & flexible ads
	Dynamic Content Ads	Data-driven personalized ads
	Transparency & Consent Framework	GDPR privacy compliance
Measurement	Open Measurement SDK	Scalable, flexible in-app viewability & verification
	OTT IFA Guidelines	Consumer identifier usage guidance
	Podcast Measurement Guidelines	Podcast ad measurement guidance

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INNOVATION DAY

Agenda for Today

❖ **Future of Audiences with 5G & emerging New Technology**

❖ **Transformative Experiences for Video & Display**

❖ **Interactive Video**

❖ **OTT Experiences & Cross-Media Measurement**

❖ **Open Measurement SDK & compliance**

❖ **Podcast Measurement**

❖ **Designing for Privacy First**

❖ **Data-driven Experiences with First-party Data**

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Colliding Trends:
How 5G, Heads-up Display (HUD), AI & More
Will Transform Audiences…Before You're Ready!

Brad Berens
Principal
Big Digital Idea
@bradberens

To access this presentation please contact Brad Berens at brad@bigdigitalidea.com

Consumer Attention and Brand Affinity Requires Trust

Measuring the Most Important Variable

Trust is the Beginning of Attention and Brand Affinity

Title of "Innovation Day": Keys to Consumer Attention.

My response is:

TRUST

BritePool

Trust is the Beginning of Attention and Brand Affinity

Subtitle: "How Great Ad Experiences and Scalable Measurement Help Brands Connect with Consumers".

My response is:

Not so fast:
it isn't ads and measurement,
it is performance

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Certainly the New "Hot Topic"

Marketing Land — CMO SOCIAL SEM SEO MOBILE ANALYTICS DISPLAY RETAIL MARTECH MORE

How we can restore trust in digital advertising

The CEO of French "drive to store" marketing platform Teemo talks about how transparency can thread the digital needle between irrelevant and creepy.

Greg Sterling on September 27, 2019 at 10:35 am

BizReport : Law & Regulation : October 03, 2019

Brands: Why trust goes hand in hand with privacy

According to data out from Akamai most (71%) of consumers have downloaded software to help protect their data online. In addition, Pew finds most (91%) consumers believe they've lost control of how their data is collected and used. This means more consumers are feeling untrusting of brands and marketers - and is an indicator that brands must begin rebuilding that trust.

by Kristina Knight

NEWS TOPICS ∨ REPORTS WEBINARS PARTNER NETWORK EVENTS JOBS SUBSCRIBE TO

Home › Strategies for Advertisers Affiliate Program Management Data-Driven Marketing

How to Win Back Consumer Trust Using Responsible Data Usage in Partnerships

Alex Springer of Impact discusses how marketers can use partnerships data responsibly to achieve customer trust.

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Videos
Audio
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Newsletters
Events
Advertise

Crunchbase
More

Apple
Enterprise
Transportation
Facebook privacy

Your mass consumer data collection is destroying consumer trust

Jascha Kaykas-Wolff 4:00 pm EDT • October 10, 2019

☐ Comment

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INNOVATE

Create a Culture of Innovation with the 10 Laws of Trust

Trust is the currency of business success. Here's how to build it into your corporate culture.

in f 🐦

By Soren Kaplan, Author, The Invisible Advantage 🐦 @sorenkaplan

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AdAge Sections ∨ Latest ∨ Editor's Picks ∨ Most Popular ∨

LASTING RELATIONSHIPS ARE BUILT ON TRUST, AND TRUST IS EARNED

By Evan Rutchik. Published on September 23, 2019.

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Why do I Believe Trust is so Foundational?

Agency Head

Research Executive

Chief Marketing Officer

Chief Operating Officer

Fashion Executive

Trust is in the Eye of the Trustee

trust

Noun, | trəst
Complete confidence in a person or plan etc., the doctor-patient relationship is based on trust

Expect and wish -- trust you will behave better from now on

Certainty based on past experience: he put more trust in his own two legs than in the gun

A trustful relationship: he betrayed their trust

Have confidence or faith in: We can trust in our government

Something (as property) held by one party (the trustee) for the benefit of another (the beneficiary)

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"Salesforce's priority of building trust with their customers remains central to everything they do."

- Marc Benioff at The Economic Club of Washington, D.C.

How do you Measure Such a Subjective Emotion?
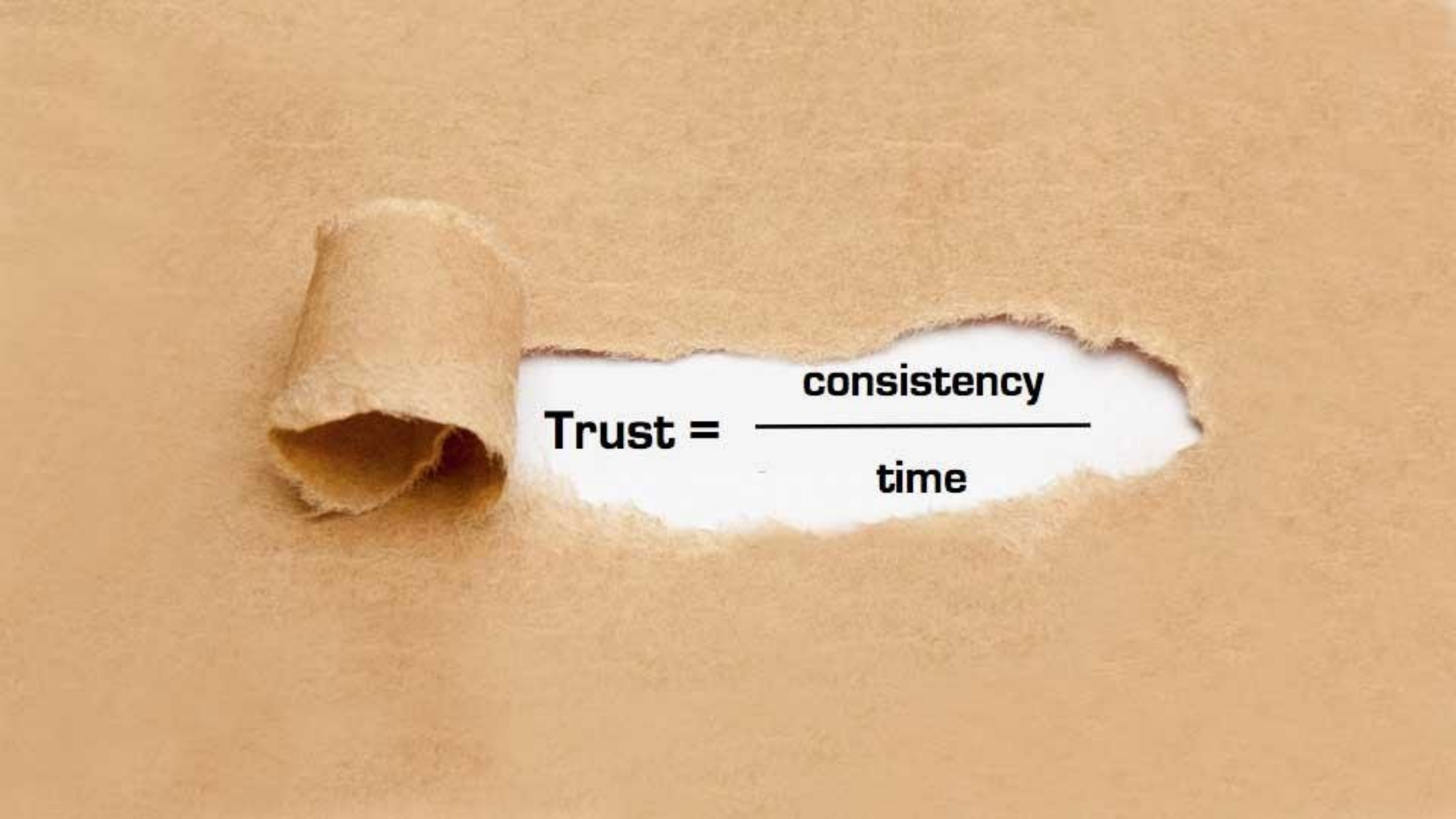
"Trust is a concept that has attracted significant attention in economic theory and research within the last two decades: it has been applied in a number of contexts and has been investigated both as an explanatory and as a dependent variable.

In this paper, we explore the questions of what exactly is measured by the diverse survey-derived scales and experiments claiming to measure trust, and how these different measures are related".

$$\text{Trust} = \frac{\text{consistency}}{\text{time}}$$

Edelman Trust Barometer

Online survey in 27 markets 33,000+ respondents total
Four Dimensions of Trust

1 **Ability:** The perception that the organization is good at what it does

2 **Integrity:** The conviction that it is honest

3 **Dependability:** The expectation that it will keep its promises

4 **Purpose:** The sentiment that it is trying hard to have a positive impact on society

Edelman Net Trust Score: How stakeholders answer a simple question: To what extent do you trust the organization to do what is right?

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WHO DO YOU TRUST ?

Brand Asset Valuator

Brand asset valuator model(BAV) to date has interviewed over 100,000 consumers across 32 countries. Information on more than 13,000 brands has been collected providing up to 56 different scales and dimensions of consumer perception.

- **Differentiation**.
- **Relevance**.
- **Esteem**.
- **Knowledge**

Esteem is the perceived quality and customer perceptions about growing popularity of a brand. Does the brand keep its assurances?

www.valuebasedmanagement.net

Brand Asset Valuator (Y&R)
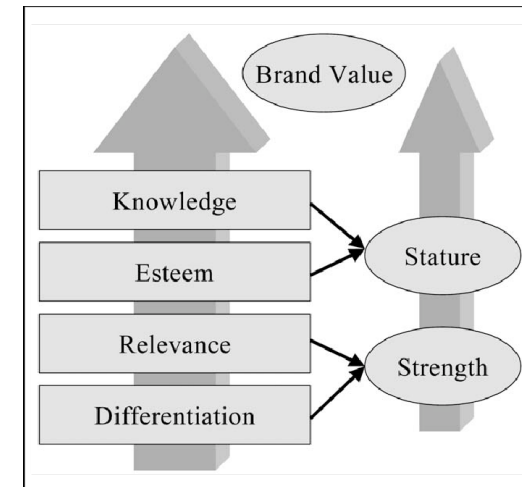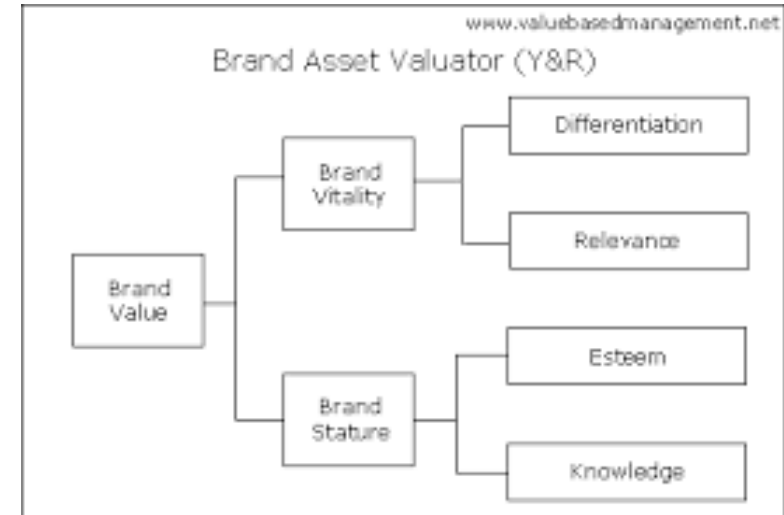
Trust is a Two-way Street, Sort of…

Either side can interrupt behavior as trustful or un-trustful

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What Trust Means Changes and Consumers as well as Their Attention Changes

- Social media has amplified and changed how trust is monitored, measured and destroyed.

- Twitter has become a tool of expression, cohesion and hence force

⚠️ "Don't shop at WalMart until they stop selling guns"

⚠️ "Don't shop at WalMart they stopped selling guns"

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Bob's Five Rules

1. What you don't measure you can't manage

2. There aren't loyal customers, there are loyal companies

3. Building Trust requires establishing an emotional link not a rational one.

4. Evolving without breaking Trust is very difficult

5. Truth is not an option; it is a mandate

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The Key is you Measure Trust not the Specific Tool

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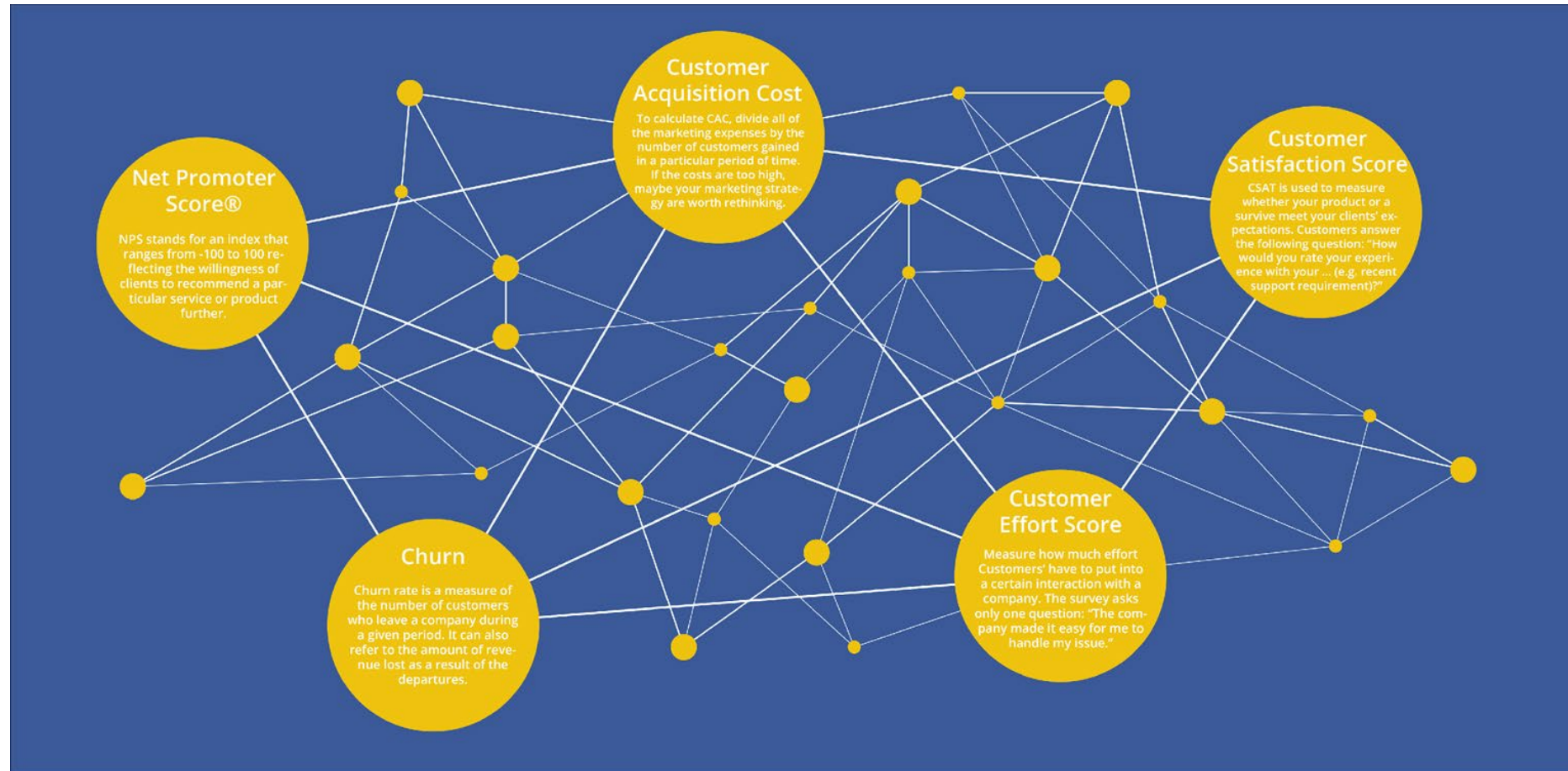
There Aren't Loyal Customers, There are Loyal Companies

The worst hotel room at 1am for a one night reservation

Junior people on an account so "they can learn" but you still bill

Discounts for first time users but not consistent customers

Phil Rubin, rLoyalty

BritePool

Calvin Klein's Divided Loyalties

Jeans and underwear were "mass"

Fragrance was middle market

Clothes, shoes, home were "upscale"

The theory: One man's vision at different price points

The reality: Advertising was for mass and eventually polluted Trust in Mr. Klein's taste

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Building Trust is an Emotional Task not Just a Rational Task

Trust is the most critical component in building and maintaining a strong, **emotionally driven and enduring brand**.

However, in a world of promotion-driven-marketing tactics, many brand owners forget that building trust is the only thing holding the relationship with the customer together.

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But, the Emotion Must be Relevant

The Rational Approach:

Relevant Emotions:

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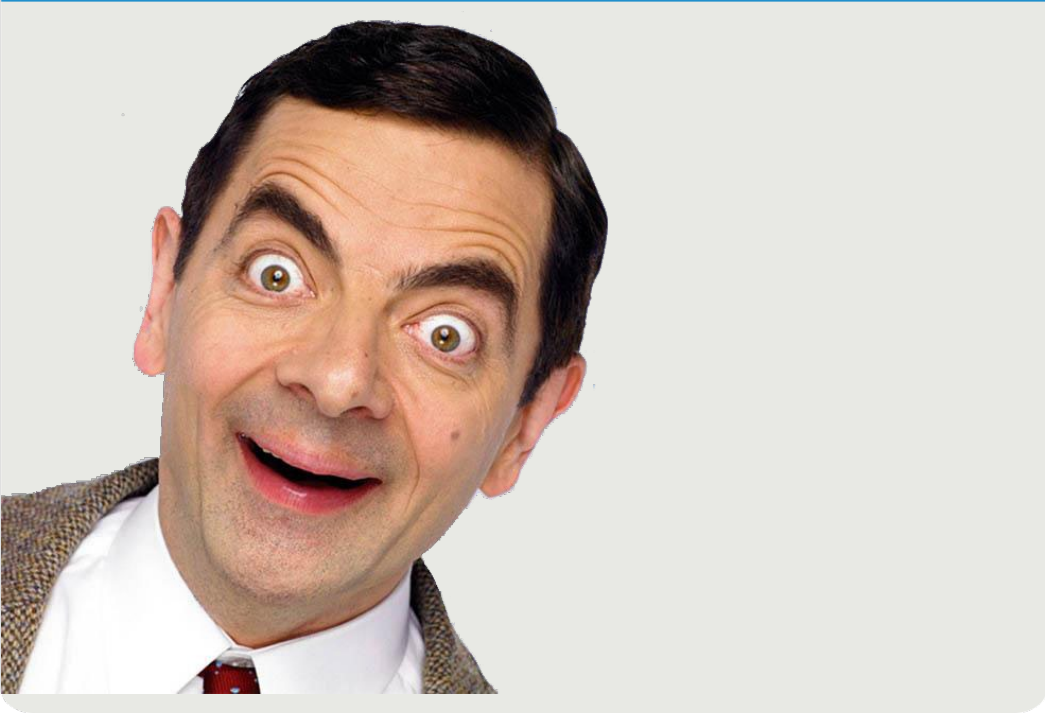
Truth is not an Option; it is Mandatory

10. Not Being Truthful

"I've found the quickest way for consumers to hate your advertising is to feed them something not genuine or truthful.

Consumers can spot a phony a mile away, and when you lose credibility -- as with anything in life -- it is nearly impossible to win it back."

 Lon Otremba, Bidtellect

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Change Without Loss of Trust: Innovation

LONDON: Being perceived as an innovator is the most important marketing action for creating trust in an FMCG brand, according to analysis of the purchasing behaviour of 12,000 European consumers. It evaluated responses from 12,000 consumers and linked them with the buying behaviour of 150,000 households to establish the connections between trust and brand success.

Europanel consultant Dr Oliver Koll explains that innovation by a brand is more strongly related to trust than a presence on social media or advertising perception.

"Perceived promotional activity, on the other hand, has no impact on trust and actual levels of promotion are related negatively to trust," he writes.

"It seems – and this is in line with the desk research – that brands relying too much on price discounting to move their product may undermine the credibility of their offering," Koll added.

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Two Case Studies

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Where Did the Online World Go Wrong?

"About the only thing Republicans and Democrats agree on is the need to reign in Google, Facebook and Amazon"

- Democratic political consultant

- Billions for them, nothing for us

- What do you mean the police can use my phone to determine if I'm speeding

- I just clicked on an ad and now it follows me around the web

- I read that the web is full of child pornography

- BritePool research, March, 2018

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What Have the Airlines Taught Us About Trust

- Different segments have different criteria

- It isn't the promise, it is the consistency of the promise

- Still, frequent flyer programs have lagged not lead

CONSISTENCY IS THE KEY TO GETTING YOUR MESSAGE ACROSS
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CONSISTENCY IS THE KEY TO GETTING YOUR MESSAG

Southwest — CHEAP AND FAIR

jetBlue AIRWAYS — FUN AND DIVIDED UP

DELTA — THE BEST ARE WELL TREATED

BritePool

In short,

1 What you don't measure you can't manage

2 There aren't loyal customers, there are loyal companies

3 Building Trust requires establishing an emotional link not a rational one.

4 Evolving without breaking Trust is very difficult

5 Truth is not an option it is a mandate

Trust me!

BritePool

How People Based Strategy Will Make You Think Differently About Measurement

Moderator
Susan Hogan
SVP, Research & Analytics
IAB
@iab

Rachel Brook
Head of Advanced Analytics
MediaCom
@mediacomus

Chris Morgan
VP, Strategy, Moat Product
Oracle Data Cloud
@oracledatacloud

Maggie Zhang
EVP, Video Research & Insights
Dentsu Aegis
@maggietzhang
@dentsuaegis

OTT Overload

The average US household subscribes to only 2.8 SVOD (streaming video on demand) services.
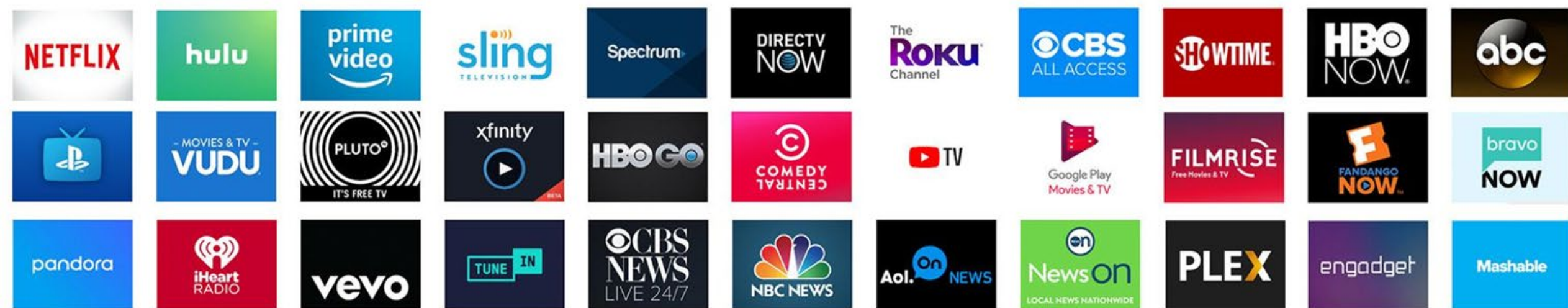
Fitting in New Arrivals

Every new arrival fights for the SVOD-per-household share; the latest entrants are content heavyweights.

2.8 SVOD
PER U.S. HOUSEHOLD

Being 1 of the 2.8

Game Plan:

• Measure everything

• Understand what your viewers want

• Deliver great cross-device OTT experiences

• Let data drive content decisions

2.8 SVOD

PER U.S. HOUSEHOLD

YOUR
BRAND
HERE
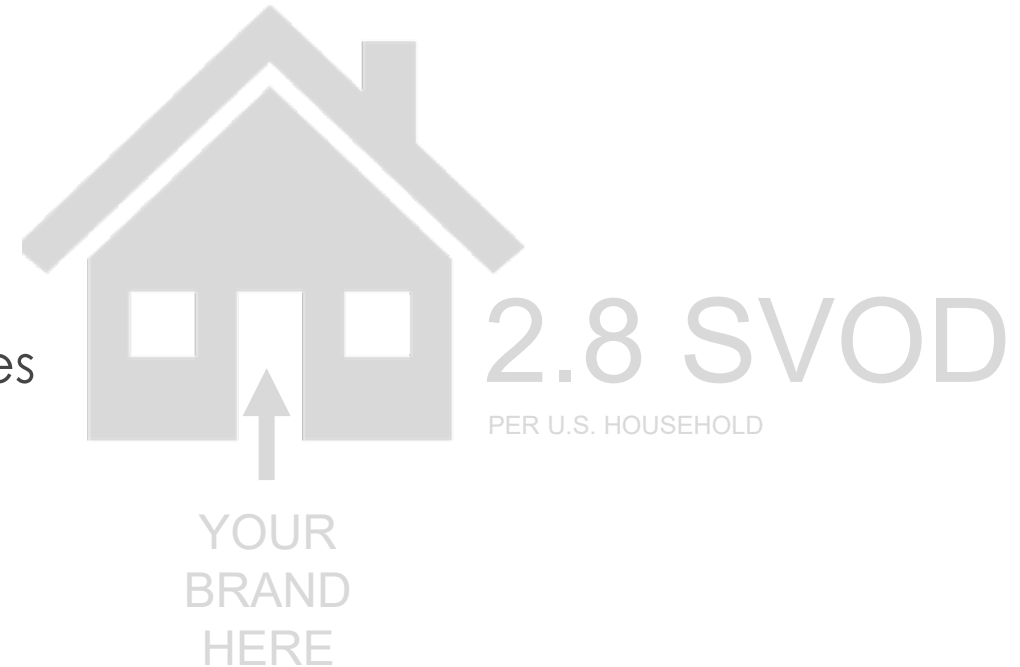
KOCHAVA★

Measure Everything

Kochava offers turnkey integrations to track across all OTT and CTV (connected TV) devices.

CONNECTED TV

amazon fireTV   Samsung SMART TV   Roku TV   and more

STREAMING STICKS

Roku   chromecast   firetvstick   and more

OTT BOXES

tv   amazon fireTV   Roku   and more

CONNECTED GAMING CONSOLES

XBOX ONE X   PS4   and more

Measure Everything

With 4,500+ integrated partners, OTT campaigns for acquisition, reengagement and awareness can be tracked across mobile, web, OTT, OOH (out-of-home), Linear TV and via location-based measurement.
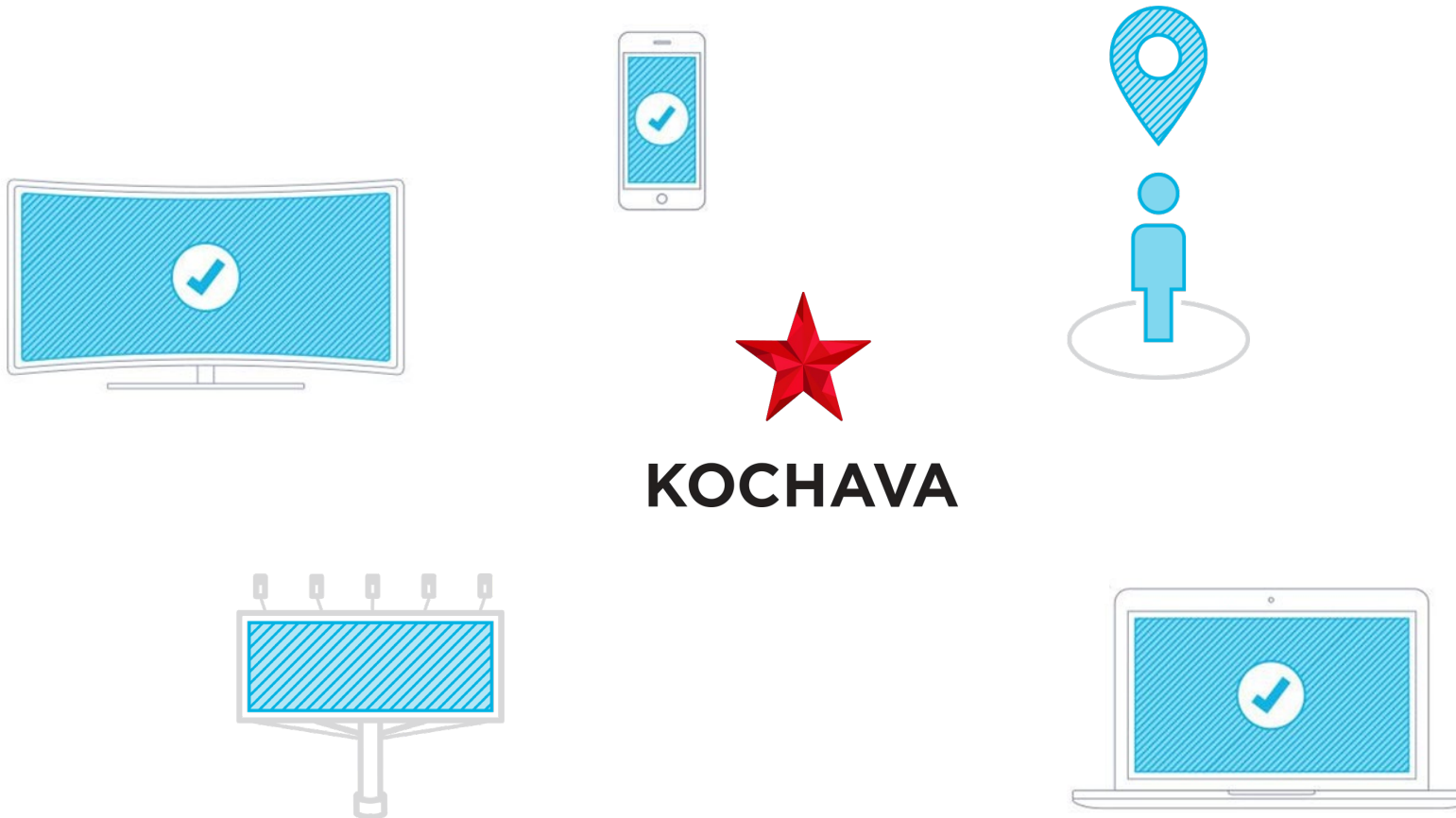
KOCHAVA

Measure Everything

In partnership, Kochava and Simulmedia are helping traditional TV brands leverage linear TV advertising to retain brand loyalty as viewers cord-cut and make the migration to OTT streaming.

Measure Everything

Measurement and campaign attribution insights can be unified under a single dashboard & data model.
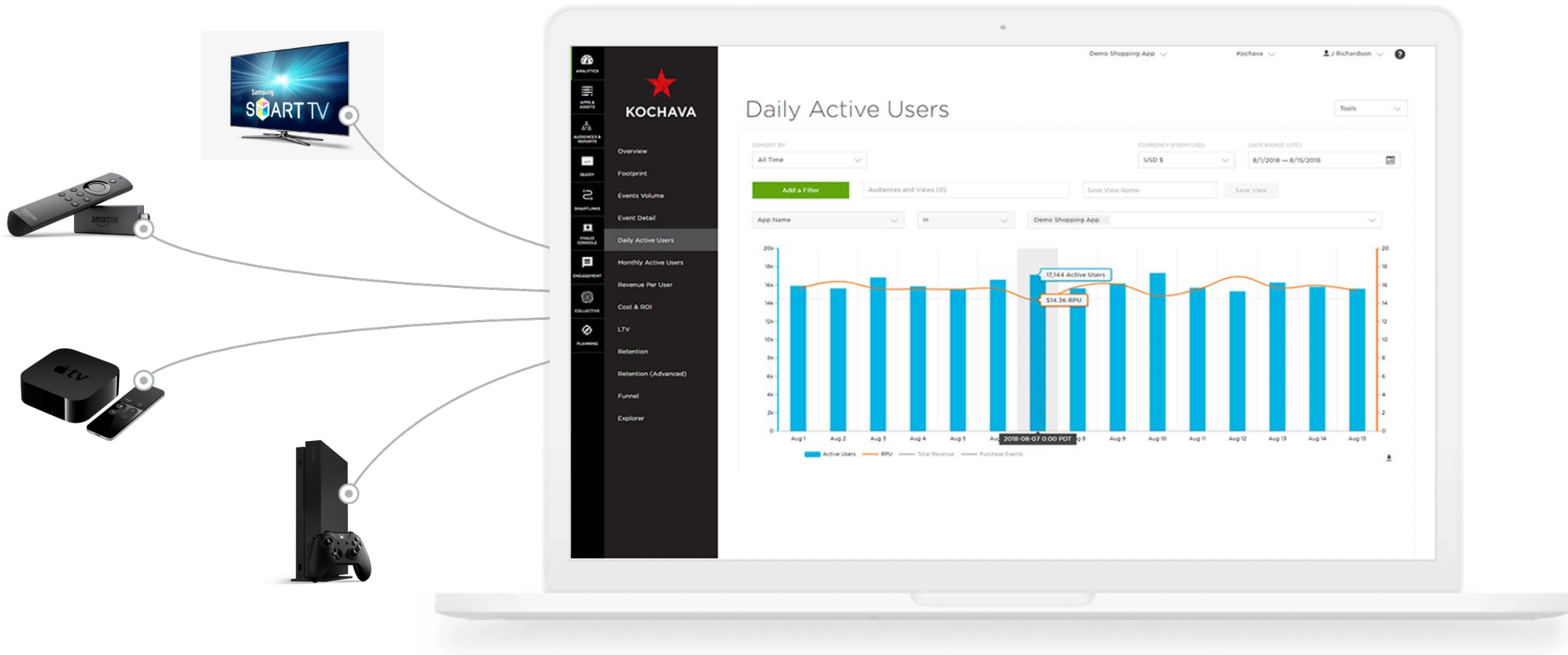
Understand What Your Viewers Want

Kochava IdentityLink™ offers cross-device and householding visibility—providing insights into user behavior, preferences and experiences spanning all touch points with your brand.

MEASURE:

- Installs
- Registrations
- Logins
- Content Views
- Avg. Viewing Time
- Sessions
- Watchlist Activity
- More…

OTT & CONNECTED TV

IdentityLink™

TABLET

MOBILE
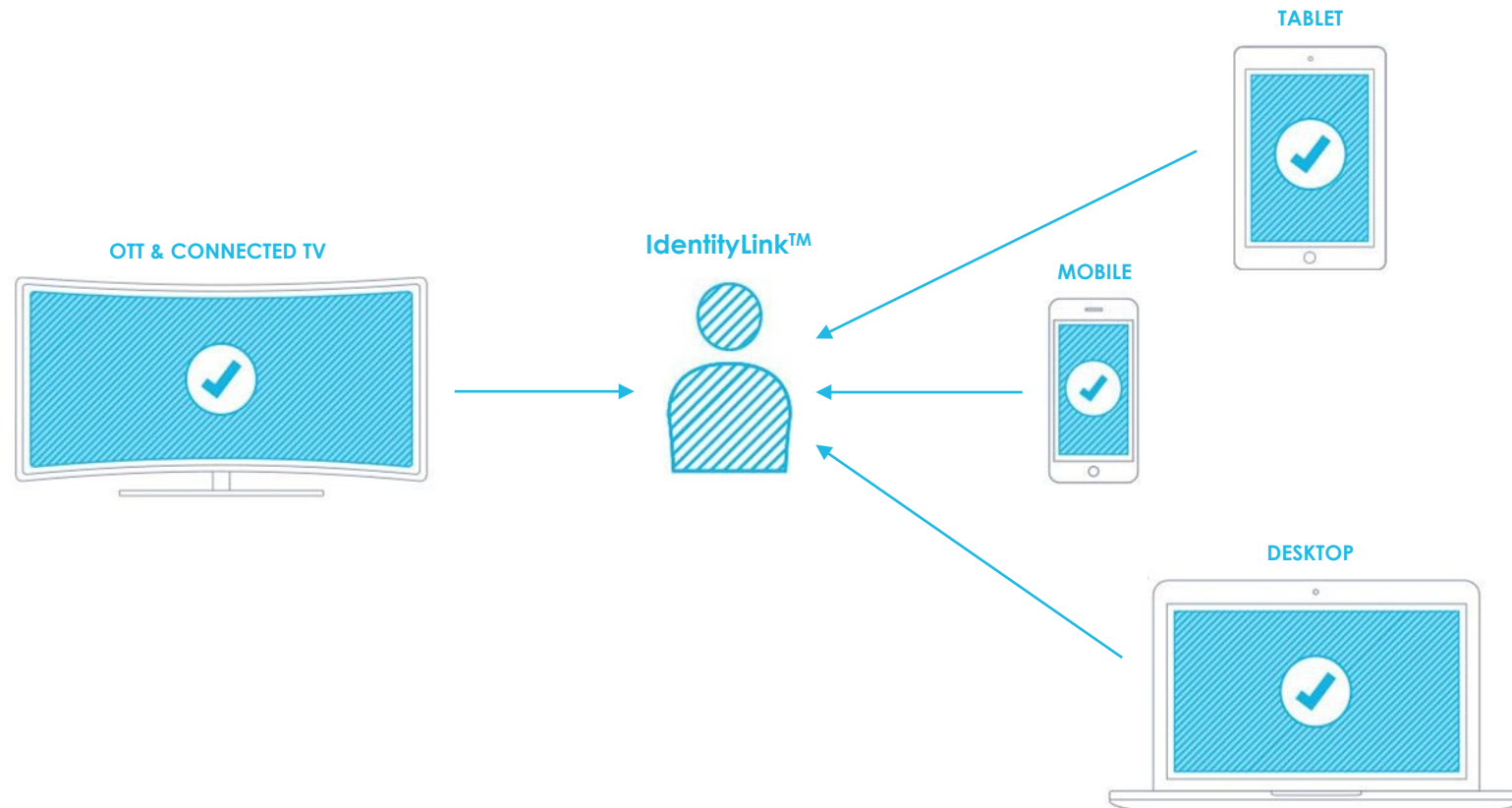
DESKTOP

KOCHAVA★

Deliver great cross-device experiences

Leverage data-driven insights from Kochava to greet your users with personalized experiences, recommendations and offers across the device spectrum.

- OTT/CTV
- mobile
- tablet
- desktop web
- gaming consoles
- and beyond…

KOCHAVA★
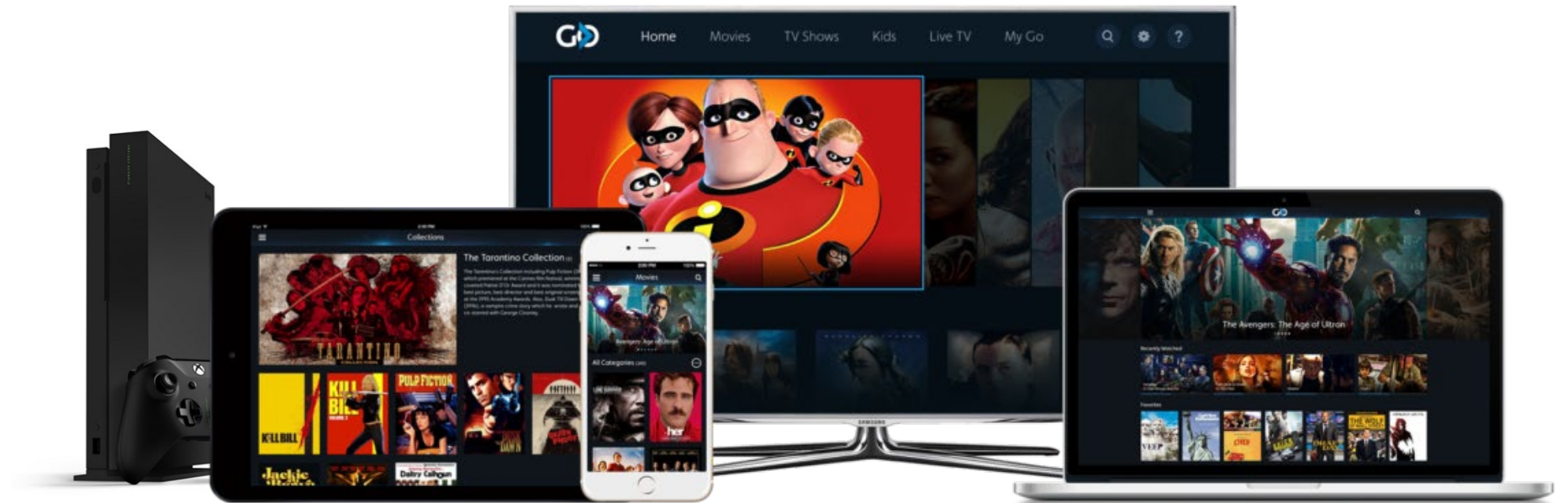
Use Data to Drive Content Decisions

Content decisioning holds great weight, with major implications for:

- Subscriber Retention

- Content Storage Fees

- Content Licensing Costs

- Content Production Budgeting
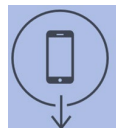
KOCHAVA★

Rich Audience Insights

Enrich your audience graph with the premium data from the Kochava Collective, leveraging mobile data insights to inform content needs of existing and new subscribers.

LANGUAGE

MAKE AND MODEL

GEOGRAPHY

GENDER

LOCATION

POI

EDUCATION LEVEL

OS & VERSION

INTERESTS & BEHAVIORS

AGE

HARDWARE TYPE

APP USAGE

WIRELESS CARRIER

APPS ON DEVICE

○ DEMOGRAPHIC DATA   ○ DEVICE DATA   ○ BEHAVIORAL DATA

7B+
UNIQUE DEVICES

22.9B+
APPS ON DEVICE

750B+
MONTHLY TRANSACTIONS

26.9B+
POI VISITS MAPPED

2.1B+
MONTHLY ACTIVE USERS

Demographics, Interests and more

Explore movie theater visitation, SVOD app usage, demographics and other user traits to gauge content interest categories and genres.

Precision Geo
Points of Interest (POI)
Theater Visitation

Identity
Households
IP Address

Demographics
Age
Gender
Affluence

App Affinity
Installed Apps
SVOD App Use

Behavioral & Interest
Hobbies
Sports

KOCHAVA★

Trusted by the Top

Stand on Kochava's OTT market leadership.

7 OF TOP 10 SVOD SERVICES

sling NETFLIX MLB HBO

DIRECTV CBS SHOWTIME

KOCHAVA★

KOCHAVA ★

Thank You

Conversation with the Media Rating Council
Cross-Media Measurement and Upcoming Guidance

Dennis Buchheim
EVP & General Manager
IAB Tech Lab
@iabtechlab
@dbuchheim

George Ivie
Executive Director & CEO
The Media Rating Council
@gwivieMRC

Media Rating Council Update

IAB Tech Lab Innovation Day
November 12, 2019

Many Years In The Making

2014	• Viewability
2015	• Invalid Traffic Filtration (IVT) including Sophisticate Invalid Traffic Filtration (SIVT)
2016	• Mobile Viewable Ad Impression
2017	• Digital Audience Process • Location Based Advertising Measurement • Desktop display, mobile web, mobile app Measurement modernization
2018	• Digital Video Ad Impression Measurement modernization • Digital Audio Measurement, including Podcasting
2019	• **CROSS-MEDIA STANDARD: VIDEO** (TV, OTT delivery, Digital Video, Desktop, Mobile)

Executive Summary

A Framework To Address C-M Business And Reporting Needs

1. Align video exposure measurement across platforms
2. Standardized metrics
3. Deduplication required
4. Frequency management
5. Second-by-second granularity
6. Viewable impressions required
7. Viewable duration reported
8. Audience filtration (IVT & SVIT)
9. People level data reported
10. Gather data from actual people
11. Input for enhanced analysis of ROI

Your Role

- Support & socialize standard internally and with vendors

- Socialize with vendors

- Ask vendors to become MRC accredited

What's Next for MRC:

Engagement Metrics for Marketers, Ad Effectiveness/Sales Lift, ROI:

Initiated late 2017; will take considerable time to complete, targeted for 2020

OTT and Advanced TV:

Critical components of video measurement; not an easy area. MRC inserted relevant guidance in recent standards/has begun auditing several vendors.

Brand Safety:

Final release 9/20/18; Content-level verification processes now available for adoption, and validation through Audits (several in process).

IVT Update:

Originally issued 10/15 and updated over via memos; Rewrite to reflect audit findings including In-App Guidance, Decision Rate and Sourced Traffic.

Continue Pushing Audits of Large Digital Enterprises

Auditing four areas; fostering third-party measurement; seeking expansion of audits among enterprises.

Media Rating Council, Inc.
201-972-0300
www.mediaratingcouncil.org

Thank You!

George W. Ivie, CEO and Executive Director – givie@mediaratingcouncil.org

Conversation with the Media Rating Council
Cross-Media Measurement and Upcoming Guidance

Dennis Buchheim
EVP & General Manager
IAB Tech Lab
@iabtechlab
@dbuchheim

George Ivie
Executive Director & CEO
The Media Rating Council
@gwivieMRC

Why Industry Collaboration on Technology Is Critical: Nielsen's Perspective on Open Measurement

Sara Navaridas
Digital Product Leadership
Nielsen
@nielsen

To access this presentation please contact Sara Navaridas at sara.navaridas@nielsen.com

" Don't step on It...It makes you cry "

Why Was This a Problem?

- Advertisers want to verify ad buys with vendor of choice on every impression.

- Accurate independent measurement across formats requires an SDK.

- Developing a verification SDK is a lot of work.

- Adoption cycles take time.

- Supporting multiple SDKs can present challenges.

- Competing SDKs fight for slots in developer roadmaps.

- Fragmented adoption across vendors creates challenges for advertisers.

THERE MAY BE VALUE IN THE DEVELOPMENT OF AN OPEN-SOURCE STANDARD SDK BY THE INDUSTRY THAT CAN BE USED BY ALL PARTIES.

WE ENCOURAGE SUCH DEVELOPMENT AND WOULD SUPPORT AN OPEN AND SINGLE SOURCE STANDARD.

MRC MOBILE VIEWABLE AD IMPRESSION MEASUREMENT GUIDELINES
June 28, 2016

Enter Open Measurement

- IAS contributed proprietary SDK as starting point for industry standard.

- Now part of IAB Tech Lab and co-developed by Comscore, DV, Google, IAS, Oracle, Microsoft, Nielsen, Pandora.

- Single SDK that supports all vendors and measurement of all major ad formats.

- Generally available for iOS and Android as of April 2018.

iab. TECH LAB
INNOVATION DAY

We've Seen This Movie Before

VHS

- Watch movies at home

- 1997: Bought VHS Player

- Investing in VHS library

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INNOVATION DAY

We've Seen This Movie Before

VHS

- Watch movies at home
- 1997: Bought VHS Player
- Investing in VHS library

DVD

- 1st movie released in 1997
- Up front cost to purchase
- Invested in VHS library

We've Seen This Movie Before

VHS

- Watch movies at home
- 1997: Bought VHS Player
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DVD

- 1st movie released in 1997
- Up front cost to purchase
- Invested in VHS library

VHS + DVD

- First combo player in 1999
- "I'll just get both" (some)
- One breaks, impacts both

We've Seen This Movie Before

VHS

- Watch movies at home
- 1997: Bought VHS Player
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DVD

- 1st movie released in 1997
- Up front cost to purchase
- Invested in VHS library

VHS + DVD

- First combo player in 1999
- "I'll just get both" (some)
- One breaks, impacts both

DVD

- Market aligned on one
- Beats VHS sales in 2002

We've Seen This Movie Before

VERIFICATION SDK

- Independent measurement
- Invested in integration
- Investing in adoption

VERIFICATION SDK-B

- "% of movies only on DVD"
- Up front cost to integrate
- Invested in SDK-A adoption

SDK-A + SDK-B

- "I'll just get both" (some)
- SDK bloat concerns
- If A breaks, may impact B

OM SDK

- Market aligned on one
- Free "NextGen DVD Player"
- "Could play any movie"

EVERYONE GETS OPEN MEASUREMENT !

50+ Open Measurement Certifications

2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4
Flipboard, TapJoy	inmarket, pandora, POKKT	INMOBI, Google, GAMELOFT, CJ ENM MezzoMedia, Dabbl, display.io, madvertise, dailyhunt, ByteDance, Teads.tv	Oath: A Verizon company, pinger, OpenX, adtima Leader in mobile, jun group, wattpad	Google, ADCOLONY, loopMe, YOU·APPI, verizon media, VERVE, ogury, smart, smaato, hulu, SOUNDCLOUD, adot, ucfunnel, SPOTX	verizon media, نبض, PubMatic, Supership, oodles, NBC, NBC Sports, SmartNews, Vpon, unity	YAHOO! JAPAN, paytm
2	3	12	7	14	10	2

Note: Some logos appear multiple times to signify different integrations (e.g. Google's GMA & IMA SDKs).

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We're Achieving Industry-Scale

KEY STATISTICS

- **50+ certifications by IAB Tech Lab**

- **GMA/IMA: >90% coverage**

- **Verizon: >50% adoption in 3 mos**

- **9/2018: OM = <1% of IAS in-app**

- **9/2019: OM = 50% of IAS in-app**

VERIZON MEDIA: 1ST THREE MOS OF OM ADOPTION

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INNOVATION DAY
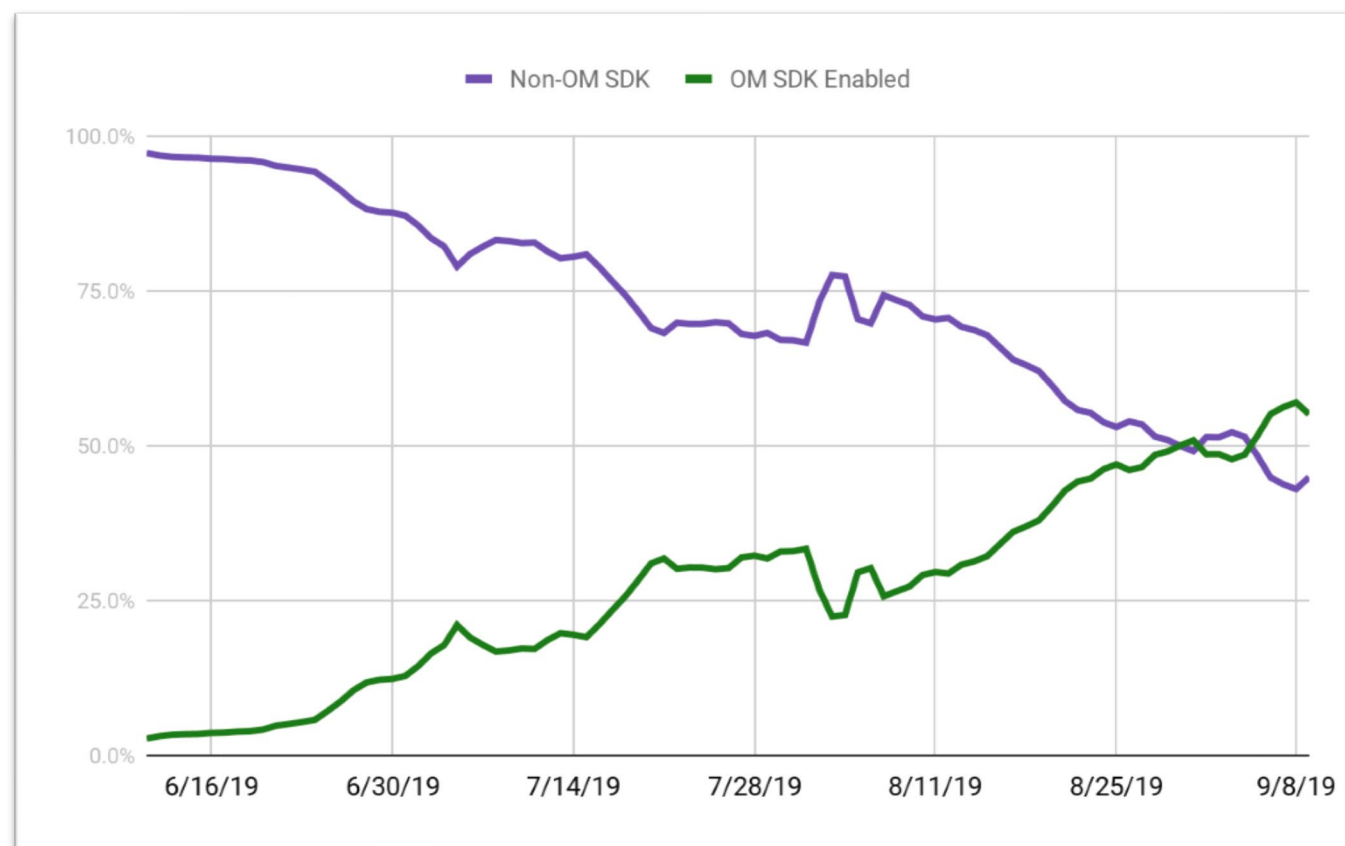
And We're Making Lots of Progress

"Before Open Measurement,
measuring in-app viewability
was a mess."

verizon√
media

iab**.TECH LAB**
INNOVATION DAY

And We're Almost There

And We're Almost There (2)

But the Problem is Still Only Partially Solved

	PROBLEM	DESCRIPTION	SOLUTION
ADOPTION	**Not everyone is integrated yet**	Integration is still in process or a roadmap item for some key companies.	1. Advertiser demand 2. Release of v1.3
	New SDK adoption takes time	SSPs often have tens of thousands of pubs. When they release a new SDK, all pubs have to integrate it.	1. Generally accepted 2. Communicate value to pubs
TRANSACTION	**Signaling OMID in OpenRTB**	Some integrators aren't yet signaling the presence of OMID in OpenRTB. Discourages DSPs from supporting.	1. Relatively simple update 2. DSP demand 3. Include in certification criteria?
	Targeting limitations	Many DSPs aren't yet making use of OpenRTB signals for OMID and offering targeting controls to buyers.	1. Awareness and education 2. Advertiser demand 3. All integrators should signal

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But the Problem is Still Only Partially Solved

Advertiser	→	DSPs	→	SSPs	→	Publishers

Encourage Market to Support Open Measurement	Support OMID Signals in OpenRTB **– AND –** Provide OMID Targeting to Advertisers	Integrate & Certify OM SDK **– AND –** Signal OMID in OpenRTB	Integrate & Certify OM SDK **– OR –** Integrate SSP's SDK with OM Supported

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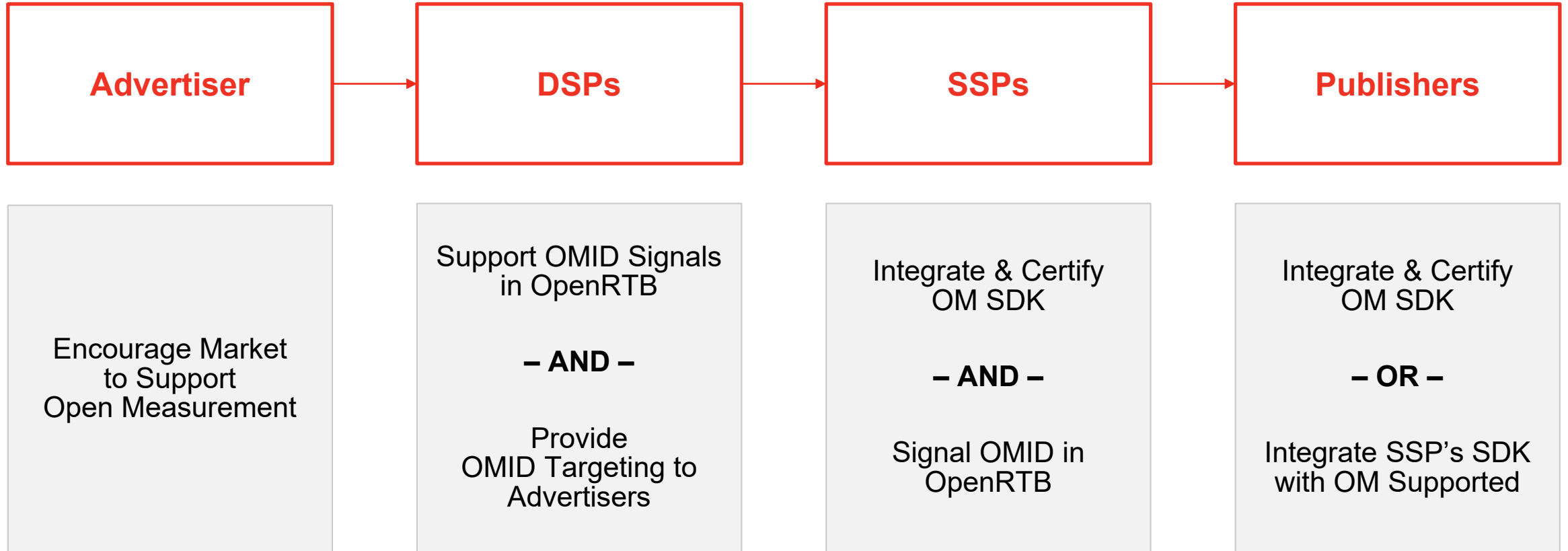
Homework Assignment

❯ Supporting OMID in OpenRTB: API Frameworks

- API Frameworks list was extended to include a value for OMID.

- The "api" field of the *Banner*, *Video*, or *Native* Object should be used to indicate availability of OMID.

- OpenRTB 2.x uses "api" field while AdCOM uses "apis".

- Value 6 is not present in OpenRTB 2.0 and 2.1. It is suggested that value 6 is skipped and 7 is used to indicate OMID support to preserve an upgrade path.

List 5.6 : API Frameworks

Value	Description
1	VPAID 1.0
2	VPAID 2.0
3	MRAID-1
4	ORMMA
5	MRAID-2
6	MRAID-3
7	**OMID-1**

OpenRTB Advisory for Open Measurement SDK

Homework Assignment

❯ **Supporting OMID in OpenRTB: Partner Name and Partner Version**

For OpenRTB 2.x, the "omidpn" and 'omidpv' fields will be extensions in the 'BidRequest.Source' object.

For OpenRTB 3.0 and AdCOM, the "omidpn" and 'omidpv' fields will be extensions in the 'events' object.

BidRequest.Source.Ext

```
"source" {
  "ext": {
    "omidpn": "MyIntegrationPartner",
    "omidpv": "7.1"
   }
},
"imp" [{
  "banner": {
    "api": [7]
  }
}]
```

Event Trackers

```
"events" {
  "apis": [7]
  "ext": {
              "omidpn": "MyIntegrationPartner",
              "omidpv": "7.1"

}
```

Thank You

Joe Ranzenbach

joe@integralads.com

@integralads / @jranzenbach

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INNOVATION DAY

Measurement Technology Compliance: Podcast and Open Measurement SDK

Colleen Tricarico
Manager, Digital Audit Services
BPA Worldwide
@BPAworldwide

Jarrett Wold
Director, Compliance Programs
IAB Tech Lab
@iabtechlab

OM SDK Compliance: Current Certifications

Over 50 major SDKs and apps certified for OM SDK integration

OM SDK Compliance: How the Process Works

Onboarding → **Create + Share Testing Assets** → **Iterate on Feedback** → **Certification**

- ❑ Sign agreement
- ❑ Complete "Setup Guide"
- ❑ Complete "Placement Guide"

- ❑ Submit "Production ready" sample apps
- ❑ Fully functional apps with working OMSDK signals

- ❑ Tech Lab validates OMSDK signals sent by the app.
- ❑ Review and remediation until satisfied

- ❑ Tech Lab issues certification and verified "Seal of Approval"

Timing is 3-4 weeks

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OMSDK Compliance API

Introduced a new API to get the latest only with no duplicates

https://complianceomsdkapi.iabtechlab.com/compliance/latest

To get all the data

https://complianceomsdkapi.iabtechlab.com/compliance/

OMSDK Compliance API

- **companyName**: Name of company
- **partnerName**: Name of company or the generated name by tools portal
- **appName**: App name or SDK name
- **partnerVersion**: Partner version
- **platform**: iOS or Android
- **certificationStatus**: Current status of the certification
- **lastCertifiedDate**: Latest date certification awarded.
- **lastUpdateDate**: Date the records were last updated
- **certificationProcess** - Version number of IAB certification rules
- **certifications**: List of combinations of createive type and ad sessions that are certified

```
•{"response": [
   •   {
        •   "_id": "5ce439d1382a393082fc9dda",
        •   "companyName": "IAB Tech Lab",
        •   "partnerName": "Iabtechlab",
        •   "appName": "Iabtechlab",
        •   "libraryVersion": "1.2.6",
        •   "partnerVersion": "1",
        •   "platform": "iOS",
        •   "certificationStatus": "Active",
        •   "lastCertifiedDate": 20190404,
        •   "lastUpdateDate": 20190404,
        •   "certificationProcess": "1",
        •   "certifications": [
             •   {
                  •   "creativeType": "video",
                  •   "adSessionType": [
                       •   "html"
                  •   ]
             •   },
             •   {
                  •   "creativeType":
                       "htmlDisplay",
                  •   "adSessionType": [
                       •   "html"
                  •   ]
             •   }
        •   ]
   •   },
```

Podcast Measurement: Current Certifications

10 companies certified for Podcast Measurement

Podcast Measurement: How the Process Works

Kick-off Meeting	Field-work	Remediation	Certification

Kick-off Meeting
- ❑ Sign agreement
- ❑ Onboarding and intro with 3rd Party Auditors
- ❑ Review of pre-assessment and checklist
- ❑ Scheduling

Field-work
- ❑ Validate against the standard
- ❑ Review control, documentation and implementation

Remediation
- ❑ Review and remediation until satisfied

Certification
- ❑ Reports submitted to Tech Lab for review and approval
- ❑ Tech Lab issues certification and verified "Seal of Approval"

Timing is 2-3 months

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Podcast Measurement: Engagement Process

Kick Off Call

- Introductions
- Pre-assessment overview
- Q&A

Pre-Assessment

- Client describes processes used
- Shares high level documentation

CONTROL		CLIENT COMMENTS
V. Generate Metrics		
Podcast Content Metric Definitions Page 15	**Download:** A unique file request that was downloaded. This includes complete file downloads as well as partial downloads in accordance with the rules described earlier.	
	Listener: data that represents a single user who downloads content (for immediate or delayed consumption). Listeners may be represented by a combination of IP address and User Agent as described earlier. The listeners must be specified within a stated time frame (day, week, month, etc.).	
Podcast Ad Metric Definitions Page 16	**Ad Delivered:** an ad that was delivered as determined by server logs that show either all bytes of the ad file were sent or the bytes representing the portion of the podcast file containing the ad file was downloaded.	
Page 16	**Client-Confirmed Ad Play:** counts an ad that was able to prompt a tracking beacon from the client when the file was played. Whenever possible, metric should include information about how much of the ad was played using the markers: ad start, first quartile (25%), midpoint (50%), third quartile (75%), and complete (100%).	
High Level Metrics Page 17	The Content and Ad metrics described above should also be made available at 3 levels – publisher / show / episode.	
VI. Publisher Player Recommendations		
Page 19	**Do not implement Auto-play.** This will result in a bad user experience for the user with audio they were not expecting to hear.	
Page 19	**Do not Pre-load** - unless the intent was clearly to play the podcast.	

Podcast Measurement: Engagement Process

Review Sessions

- 2-3 video sessions
- "Show and tell"

Resolve Open Items

- Final review session

Report Deliverables

- Client Review and Approval
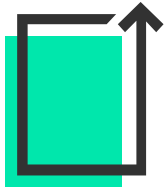- Detailed internal report
- Public report

Thank you.

ctricarico@bpaww.com

PRELIMINARY NOTE.

It is the policy of Coalition for Better Ads (the "Coalition") to comply fully and strictly with any antitrust or competition law, regulation, rule or directive of any country. The Coalition's policy is motivated by a firm respect and belief in the antitrust laws and the free market philosophy underlying these laws as well as by recognition of the potentially severe detrimental consequences of antitrust violations. Our aim is to conduct ourselves in such a way as to avoid any potential for antitrust exposure in the first instance.

The antitrust laws can be enforced against associations such as the Coalition, association members, and the association's employees by both government agencies and private parties. The consequences for violating the antitrust laws can be severe, including fines, jail sentences, and even dissolution of the Coalition.

The antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade. Consequently, Coalition directors, officers, staff, and members must avoid discussing certain topics when they are together – both at formal Coalition membership, board, committee, and other meetings and during informal contacts with other industry members. These subjects include:

• Agreeing to fix or regulate prices or rates or the conditions or terms for the sale of services.
• Agreeing to divide customers, markets, or territories, or not to deal with certain suppliers, publishers, or others.

Participants in Coalition meetings have an obligation to terminate any discussion, seek legal counsel's advice, or, if necessary, terminate any meeting if the discussion might be construed to raise antitrust risks.

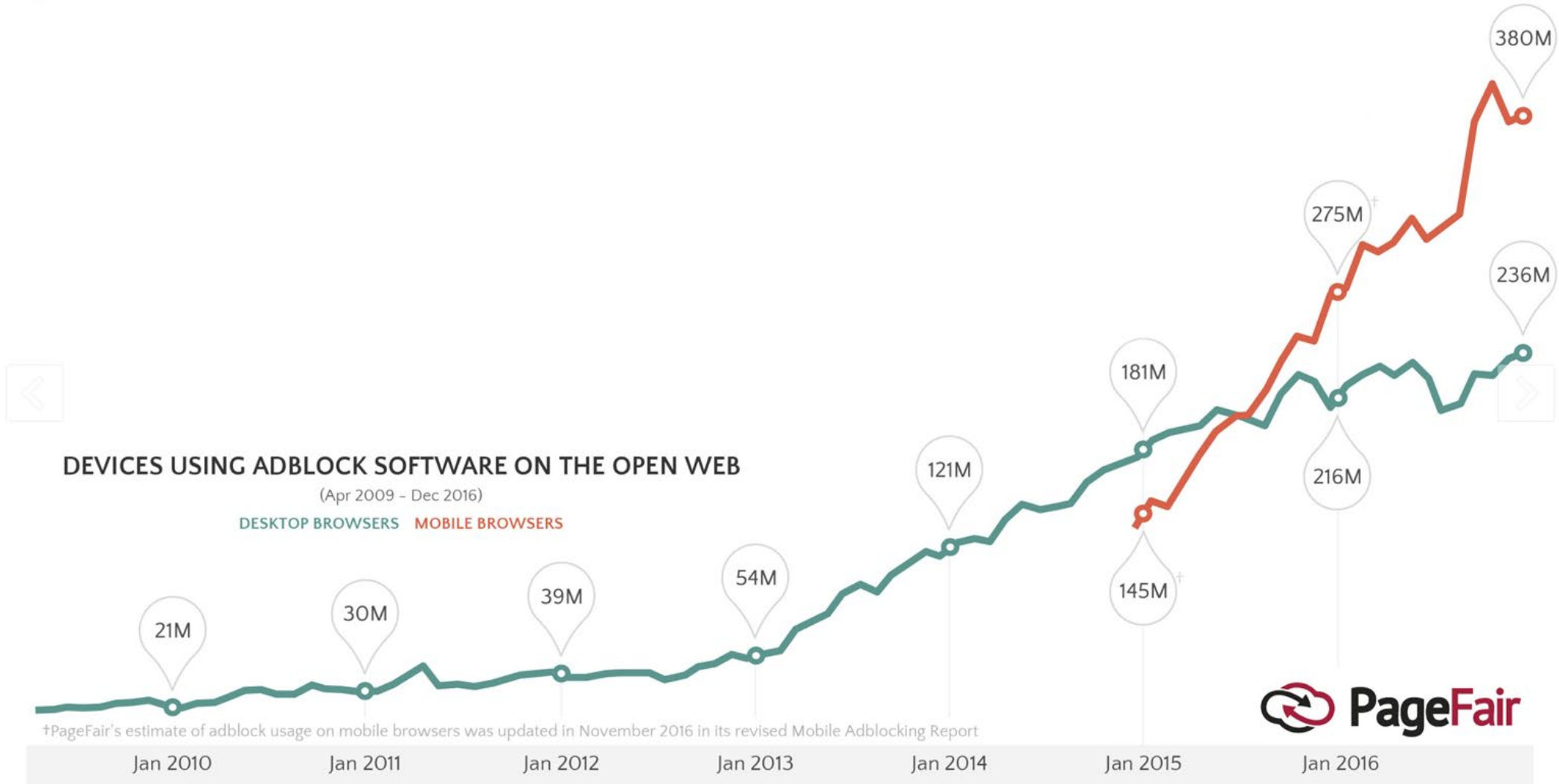Coalition for Better Ads

agenda

Coalition for
Better Ads

01

**THE COALITION FOR BETTER ADS
3 YEARS AFTER ITS FOUNDATION**

Coalition for
Better Ads

WHERE WE STARTED: AD BLOCKING GROWTH FROM 2002 TO 2016.

DEVICES USING ADBLOCK SOFTWARE ON THE OPEN WEB

(Apr 2009 – Dec 2016)

DESKTOP BROWSERS   MOBILE BROWSERS

380M

275M†

236M

181M

216M

121M

145M†

54M

39M

30M

21M

†PageFair's estimate of adblock usage on mobile browsers was updated in November 2016 in its revised Mobile Adblocking Report

Jan 2010   Jan 2011   Jan 2012   Jan 2013   Jan 2014   Jan 2015   Jan 2016

PageFair

Coalition for Better Ads

Mission.

To improve consumers' experience with online advertising. The Coalition leverages consumer insights and cross-industry expertise to develop and implement new global standards for online advertising that address consumer expectations.

Method.

Remove bad ad formats from the consumer user experience.

Coalition for
Better Ads

OVERVIEW CBA.

The Coalition's membership has expanded to more than 40 companies and trade associations, as well as more than 80 affiliate trade associations in 59 countries.

The Coalition for Better Ads has developed global Better Ads Standards for desktop web and mobile web, based on comprehensive research involving more than 66,000 consumers.

These research results define the ad experiences that fall beneath a threshold of consumer acceptability. The CBA will continue this work in short-form video and in-app advertising.

Coalition for Better Ads

MAIN OBJECTIVES CBA.

2019 GOALS.

Research – Approving and executing research on Better Ads Standards as well as deciding on what the future research priorities for the Coalition will be.

Better Ads Standards – Announcing and rolling out the Better Ads Standards for Desktop Web and Mobile Web globally as well as announcing future Standards for Short-Form Video.

Outreach – Broadening our reach globally both directly by engaging with interested companies around the world as well as via partnerships with the trade bodies that represent the industry in local markets.

Impact – Measuring the impact of the work the Coalition has done to date as well as creating a schedule to continue to measure that impact in the future.

Coalition for
Better Ads

CBA INITIATIVES

Better Ads Standards

Rollout Desktop/Mobile Web in North America and Europe.

Independent Dispute Resolution

Launched in partnership with Advertising Self-Regulatory Council (ASRC).

Short-form Video

Research is in the field – Better Ads Standard expected in Q4 2019.

New Initiatives

Quality Programme Integration – CBA Seal

March 2017	Feb. 2018	July 2018	June 2019	2019	2020	2020ff.

Better Ads Experience Program

Better Ads Experience Program launched.

Better Ads Standards

Desktop/ Mobile Web global rollout.

In-App

Methodology is being developed – Better Ads Standard expected in 2020

Coalition for Better Ads

MEMBERS.

MOST ANNOYING DESKTOP ADS.

Pop-up ads

Prestitial ads with countdown

Close this ad in 5 seconds.
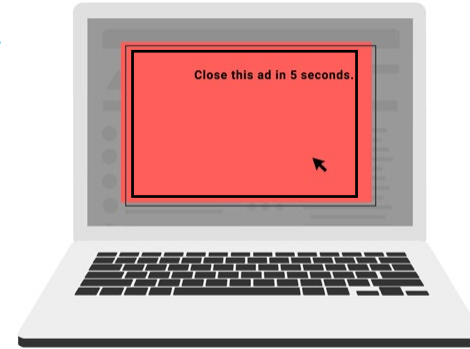
Auto-play video ads with sound (outstream)

Large sticky ads

Coalition for
Better Ads

MOST ANNOYING MOBILE ADS.

Pop-up ads

Prestitial ads

CONTINUE TO SITE >
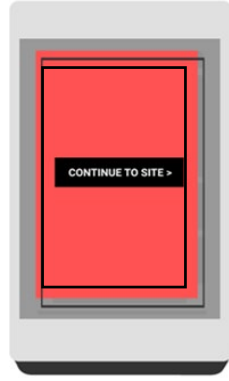
Auto-play video ads with sound

Poststitial ads with countdown

Density >30%

Flashing animated ads

Large sticky ads

Full-screen scroll over ads

Coalition for Better Ads

REACH OF BETTER ADS STANDARDS.

The Better Ads Standards and the CBA have achieved industry-wide traction:

- Google Chrome, Microsoft Edge, Naver Whale Browser (South Korea)
- World Federation of Advertisers – Global Media Charter
- IAB UK – Gold Standard
- BVDW – Digital Trust Initiative
- IAB Italy
- IAB Turkey
- Unilever – Premium Publisher Program
- Ad Tech CEO Pledge.

Coalition for
Better Ads

02

CONSUMER
AD BLOCKING BEHAVIOR TRENDS

CBA KPI DASHBOARD.

>40
COMPANIES
The Coalition's membership has expanded to more than 40 companies and trade associations, as well as more than 80 affiliate trades.

59
COUNTRIES
The CBA membership has expanded to 59 countries.

.

4
COMMITTEES
The Coalition's work is driven by Committees of its members who contribute their expertise and industry knowledge.

104
AD FORMATS
TESTED
49 mobile web
55 desktop web

70%
OF GLOBAL
AD SPEND
Covered in our 18 tested countries

66k
CONSUMERS
66.000 participants so far told us which ads are most annoying

Coalition for Better Ads

MEASUREMENT APPROACH.

- **Ad blocker rates** from North America and Europe are relevant for the index model. We used data from CBA member organizations, as well as publicly available data from studies (mostly published by local IABs).

- Only data based on technical measurement of adblocker rates is used, because survey based approaches are tending to over-estimate adblocking.

- Countries covered are USA, Canada, UK, Germany, France, Poland, Austria, Greece, Ireland, Italy, Romania and Spain. Countries are weighted by their GDP, which means that large economies have a stronger impact on the index value.

- Data on **new ad blocker installs** is based on anonymized Google Chrome data from North America and Europe.

Coalition for
Better Ads

AD BLOCKER PLUGIN DOWNLOADS.

Index Value. Desktop. Chrome Browser. North America and Europe.

Install rate ad blocker plugins in Chrome. Reading example: 1,00 = 100% of the users that installed an ad blocker plugin.

Index Value. Desktop

1.00 1.02 0.82 0.76 0.68 0.62 0.53 0.50 0.51 0.49 0.43 0.38 0.38

Q3/2016 Q4/2016 Q1/2017 Q2/2017 Q3/2017 Q4/2017 Q1/2018 Q2/2018 Q3/2018 Q4/2018 Q1/2019 Q2/2019 Q3/2019
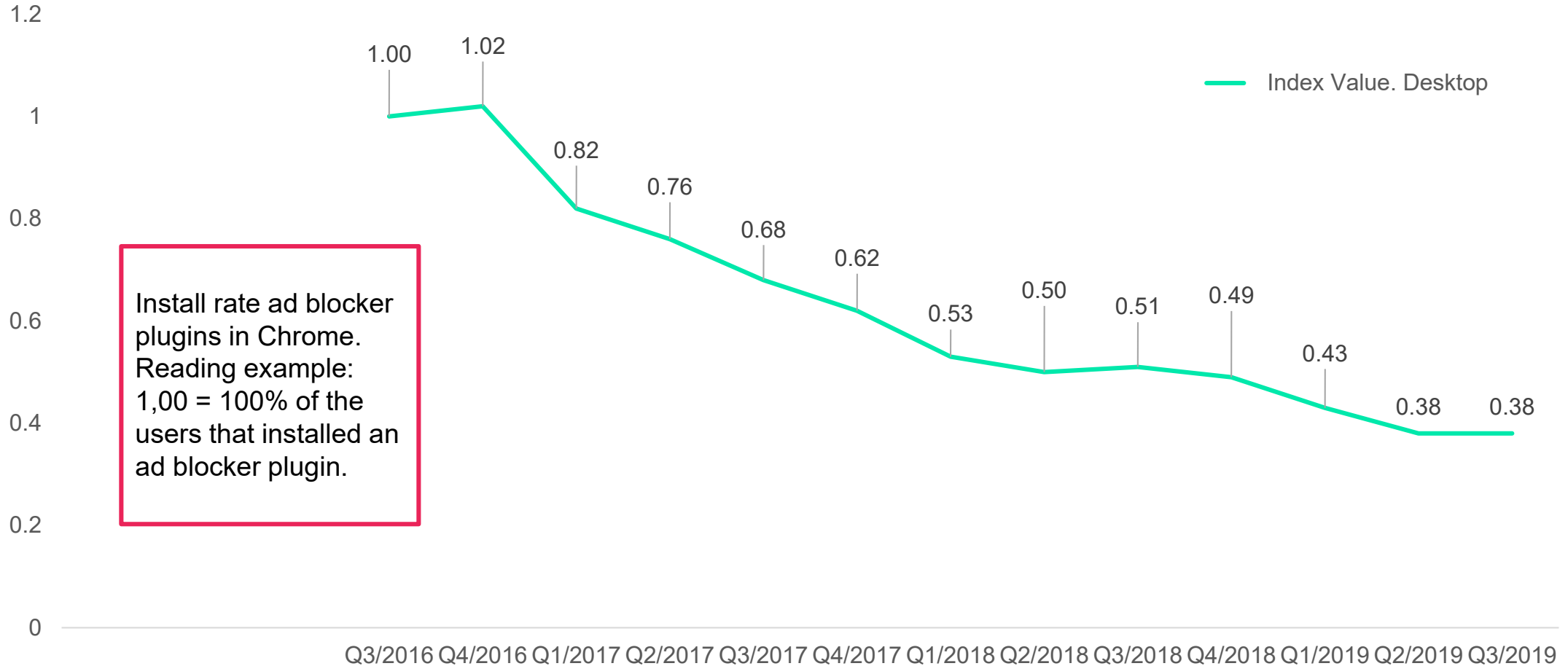
Source: Google internal data, based on Chrome Browser plugin downloads.

Coalition for Better Ads

CONCLUSIONS.

- **Industry Change Has Led to Positive Results.** Ad blocking rates have declined in the desktop environment and ad block plugins downloads have also decreased in the Desktop environment, and are still not significant in Mobile.

- **More data needed.** Although this seems to be a long-term stable effect, more data especially about ad blocker rates is needed, to drive more robust conclusions. Moreover, in other regions such as APAC, mobile ad blocking is far more relevant than desktop, which will put a differently accentuated focus on our activities.

- **Further focus on research.** We need to understand consumer behaviour and opinions towards online advertising more deeply, since the measured data illustrates that there is substantial impact on ad block plugins downloads, but there has not been a significant reduction of ad blocker rates, even if the growth was stopped.

- **Cooperation is key to CBA success.** Our Standards are being used to lead to real change (Chrome, MSFT Edge, NAVER Whale, IAB UK Gold Standard, WFA Global Media Charter, Unilever Preferred Partner Program, etc.). We need to continue building industry partnerships while building channels to communicate with consumers about these changes as well.

Coalition for
Better Ads

03

PUBLISHER CASE STUDY

PUBLISHER CASE STUDY: BURDA.

Burda: Top German news publisher

- ✓ launched their Goodvertising strategy at dmexco 2016
- ✓ consequently removing bad ad experiences and other negative user experiences

www.focus.de
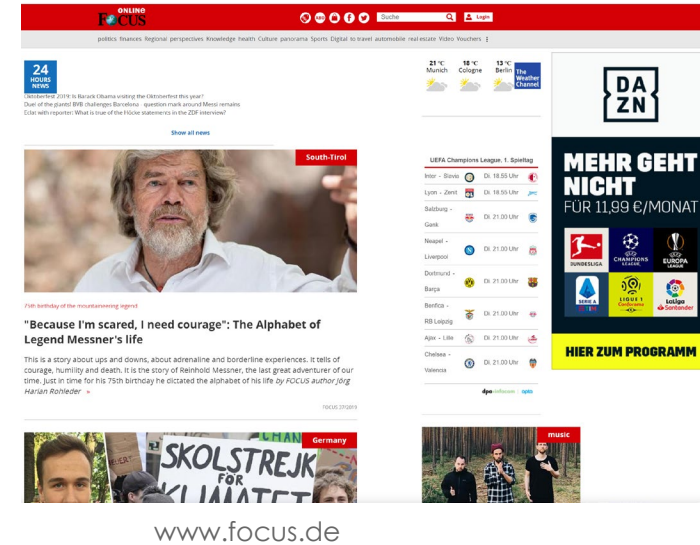
"Only those who really meet the user and appreciate him, get attention and sympathy. And that is exactly the goal of better advertising. We have noticed and proved: our "Goodvertising" approach can do that."

MARTIN LÜTGENAU, CMO/ MD BURDA FORWARD

Coalition for Better Ads

BETTER ADS AND GOODVERTISING.

Hubert Burda Media

Burda wanted to act as an early adopter in removing bad ads, despite the risk of a short-term negative effect on reach and revenue.

Burda integrated better ads it in their sales-/ corporate strategy since late 2015; all efforts are referring to user feedback.

Burda made a massive investment in more user-friendly ad experiences over a long period of time, including the involvement of cross-functional teams.

Coalition for Better Ads

CBA did set the market frame for removal of bad ads in 2016ff.

CBA standards are based on detailed feedback of real internet users.

CBA regards more user-friendly ad experiences as one main objective of its work.

Coalition for Better Ads

GOODVERTISING STRATEGY: IMPACT ON SITE PERFORMANCE.

Hubert Burda Media

After the launch of the new Ad Model in early 2016 and the elimination of "bad ads", the advertisements available on the BurdaForward brands are becoming more and more popular and performant amongst users.

PAGE IMPRESSIONS

+ 22,2%

2015   2016

CLICK RATE

+ 58,3%

2015   2016
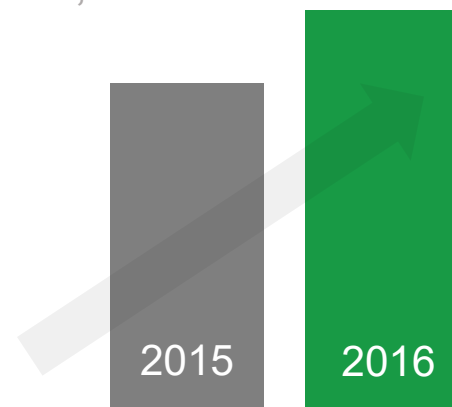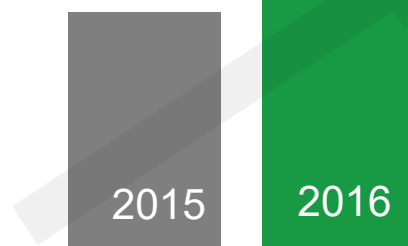
The changes in the system not only bring an enormous growth in the first few years, but also ensure a long-term and sustainable increase in the number of users.

NET REACH

+ 8%

2015   2016

Coalition for Better Ads

SIGNIFICANT IMPROVEMENTS IN USER FEEDBACK.

Hubert Burda Media

Burda's users think internet advertising is less annoying in 2017 than in 2015.

2015	2016	2017
34	32	31
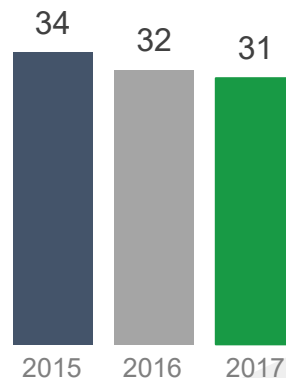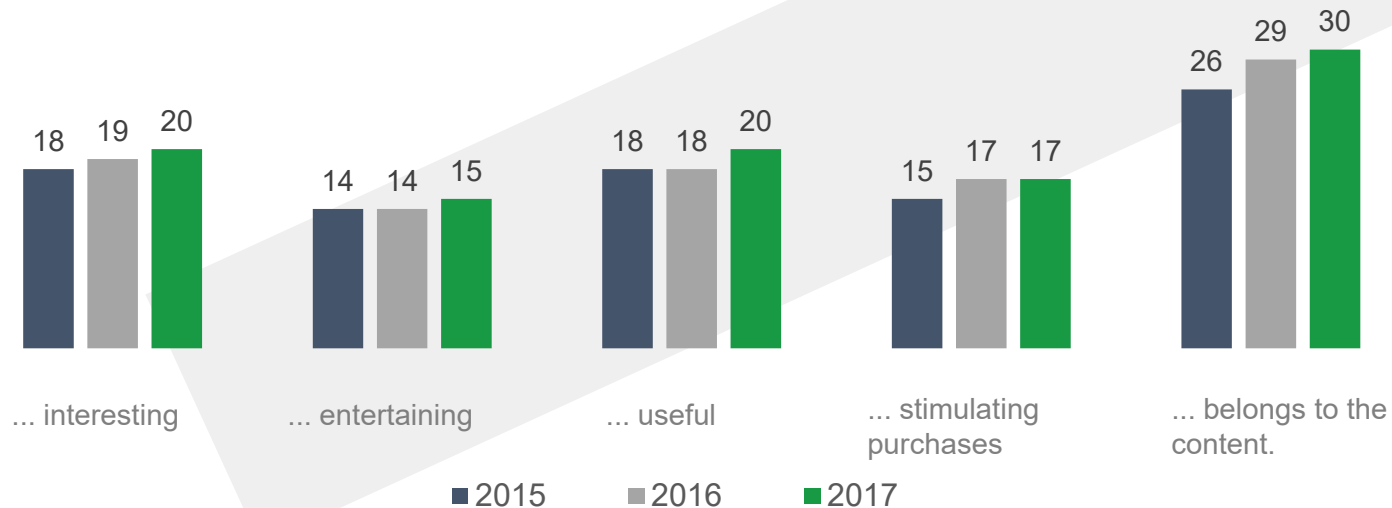
BurdaForward constantly surveyed the user feedback using the German best-for-planning study. As a result of the implementation of the new Ad Model, the opinions of FOCUS Online users have changed positively, strongly contrary to the general market trend.

Internet advertising is...

	... interesting	... entertaining	... useful	... stimulating purchases	... belongs to the content.
2015	18	14	18	15	26
2016	19	14	18	17	29
2017	20	15	20	17	30

■ 2015 ■ 2016 ■ 2017

Coalition for Better Ads

SUMMARY.

✓ increasingly positive user feedback on improved site experience

✓ Focus Online changed from an ad-centric site to a user-centric site - with positive impact on all KPIs over a long term

✓ this requires active and coordinated effort over all relevant departments - and the commitment from market partners.

Hubert Burda Media

2016	126
2015	100

long term increase of revenue of 26%, after the launch of the goodvertising strategy

Coalition for Better Ads

KEY FEATURES OF SHORT FORM VIDEO STUDY.

- Similar to CBA's Desktop/Mobile Web approach: Core methodology is based on developing comparative stack ranks between ad experiences

- Real Ads in use: the Short Form Video methodology used real ads from each local market. The ads have been tested to ensure that their content/quality has negligible impact on the experience.

- Sample Countries
  France, Germany, India, Japan, United States, Mexico, Poland, and the United Kingdom

- Ad Experiences
  25 Desktop and 20 Mobile ad experiences

Coalition for
Better Ads

05

NEXT STEPS

Coalition for
Better Ads

NEXT RESEARCH CHANNEL: IN-APP.

- CBA Board approved in-app advertising as the next research channel

- Environment definition: an application that has been downloaded to a mobile, tablet or desktop device. Ads are accessed according to the app environment when they a) appear inside an app, and b) are not contained within a WebView (which is considered to be a browser, and these ads would therefore be subject to the desktop/ mobile Better Ads Standards)

- Next step: development of an initial research concept

- Information exchange with relevant market partners/ members in the field initiated – Input welcome!

Coalition for Better Ads

OTHER ACTIVITIES.

- Expand global membership

- Future research as prioritized by our Research and Methodology Subcommittee

- Integration of new technical implementation partners

- CBA Seal

- Country workshops, and continous communication with local and regional markets

Coalition for Better Ads
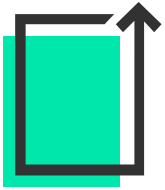
Coalition for Better Ads

Q & A

THANK YOU FOR YOUR ATTENTION.

The Re-Flex: How Publishers are Transforming the User Experience With the IAB's Latest Responsive, Flexible Ad Portfolio

Moderator
Omar Yousif
VP, NBCU Skycastle Digital Studio
NBCUniversal
@nbcuniversal

Stephen Corby
Founder & CEO
Specless
@specless
@sccorby

Rick Liguori
VP, Digital Sales Ops,
OTS
NBCUniversal
@nbcuniversal

Adoption & Challenges

New Ad Portfolio adoption experience/ challenges

Transforming Publisher Experiences through Productized Premium Ads

NBCUniversal
SKYCASTLE

Agenda

- **Brief intro to NBCU Skycastle**

- **Roadmap to flexible/responsive ads**

- **General Challenges**

- **Shortcomings in available standardized ad tech**

- **Benefits of flexible ad creative**

- **Bringing it all together**

Roadmap to Flexible/Responsive Ads

2010

2015

SELECTED SPECLESS AS A PARTNER & LAUNCHED RESPONSIVE CREATIVE
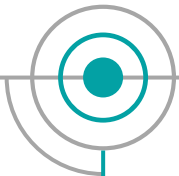
2016

STEVE JOBS PENNED HIS OPEN LETTER ON FLASH
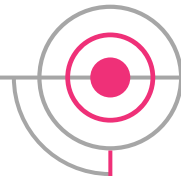
SKYCASTLE BEGAN REEVALUATING HTML5 VENDORS

NBCUniversal

SKYCASTLE

iab TECH LAB INNOVATION DAY
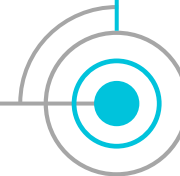
Liberate Creativity

Build on HTML5's strengths

- Responsive creative & planning
- Optimize on performance
- Create better workflows

Roadmap to Flexible/Responsive Ads

2010

2015

SELECTED SPECLESS AS
A PARTNER & LAUNCHED
RESPONSIVE CREATIVE
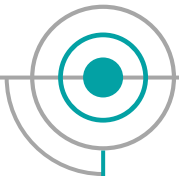
2016

2017

STEVE JOBS PENNED HIS
OPEN LETTER ON FLASH
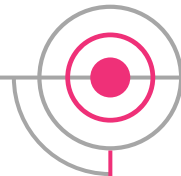
BEGAN EVALUATING
HTML5 VENDORS
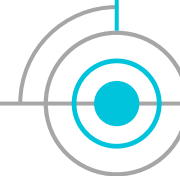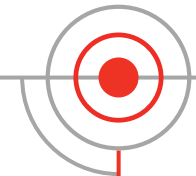
IAB ROLLS OUT NEW AD
PORTFOLIO

NBCUniversal
SKYCASTLE

iab. TECH LAB
INNOVATION DAY

Aspect Ratio Drive Digital Advertising Begins
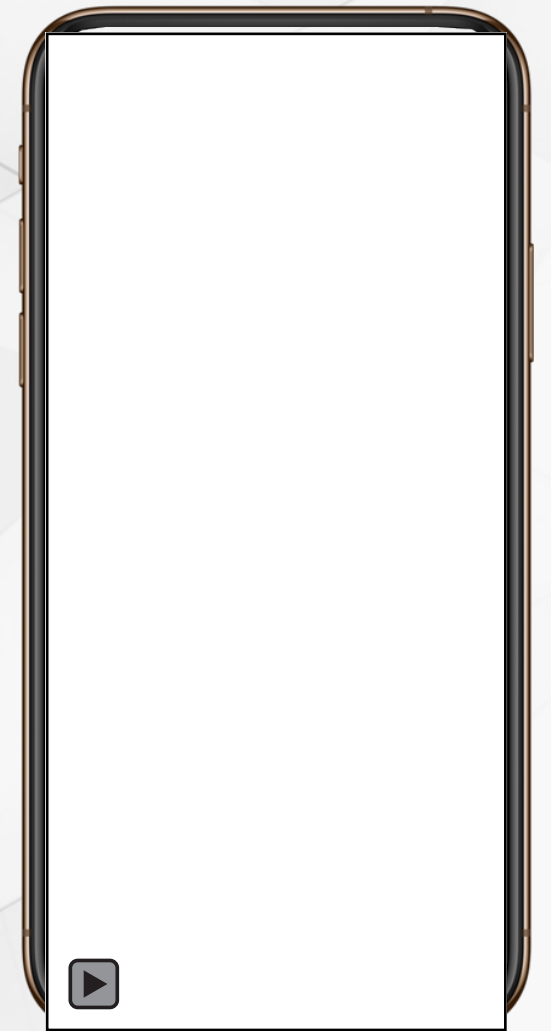
General Challenges

Implementing a seamless and responsive Publisher Advertising Experience

- Creative designers must learn to think like a developer and ideally become developers.

- In a publisher, direct-sold environment, there is often the need to deliver something that is a higher quality experience than what you'd see in exchange inventory.

- Any responsive experience will require a tight integration with the on-page content and all this need to gracefully degrade to a standard size ad unit should a premium, responsive campaign not be available.

- Some creative agencies are still not producing these modern sizes and at times do not have the right assets to build larger responsive creative handy.

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SKYCASTLE

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Shortcomings in Available Standardized Ad Tech

Shortcomings in Available Standardized Ad Tech

- DFP does not handle aspect ratio based creatives gracefully and is still blind to intended aspect ratio ad experiences still treating inventory as pixel dimensions.

- In DFP Breakpoints shouldn't be handled via new ad calls.

- While publisher built, site-served creatives have the freedom to communicate with site-side code, reading data such as scroll position of an ad slot can be a complicated process.

  - The Safeframe API can provide such geometry but it is not performant enough
  - This is easily done with custom code and a friendly-iframe, but in app-based experiences there is simply no way to for a creative to read such things such things

- Google's DFP app SDK does not accommodate aspect ratios without app developers having to create custom web views manually or creating some sort of "hacked together" experience.

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Benefits

I can't tell you where this journey will end but I know where to start

- Has all of the perfect qualities.
- Performant with LEAN guidelines and subload standards
- Made for all screens
- Opens up the door to new ways to value inventory – potentially by share of screen real estate
- Increased brand lift & recall
- Higher interaction rates and click through rates on average 2-3x

Bringing it All Together

- This industry has no shortage of scale.

- What is needed now are standardized technologies that allow for more value

- The most valuable inventory, direct sold premium, is being held to the same standards that the cheapest inventory.

- Publishers are fighting to get the most value out of their audiences, and the lack of common technologies means that many publishers have turned to solutions that create a poor user experience to extract value from their pages.

- A simple extension to Safeframe or a new API focused on standardizing the channel of communication between the page/app and the ad code when the ad is from a trusted source would go a long ways in allowing publishers to focus their efforts on delivering a more valuable experience.

Let's Do This!

Browsing Websites in 2019:
The Need to Design for Privacy

Moderator
Airey Baringer
Head of Product
Quantcast
@quantcast

Michael Krauss
Vice President,
Product Management
Sourcepoint
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Product Management
Verizon Media
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Cross Platform Interactive Video Advertising with Secure Interactive Media Interface Definition (SIMID)

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PowerInbox
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@aschatz

Ryan Thompson
Software Engineer
Google
@google

SIMID

The *New* Interactive Video Ads Standard
To Replace VPAID

Contributions

The SIMID subgroup of the IABTL Digital Video Technical Working Group:

AppNexus	Display.io	Google	LogoBar	Powerinbox	Tremor Video
CBS Interactive	DoubleVerify	Grabit Media	Microsoft	Rubicon Project	TrueX
Celtra	Extreme Reach	Gruuv Interactive	NBC Universal	Sizmek	Twitter
Connatix	Flashtalking	Hiro Media	Oracle	SpotX	Verve
Conversant Media	Fox	Hulu	Pandora	Spring Media	Xandr
Disney	Freewheel	Innovid	Pixalate	Teads	Yospace

Special thanks to:

Amit Dvir   Andrei Andreev   Aron Schatz   David Baldeschwieler
Gasper Kozak   Gvidas Dambrauskas   Jonathan Eccles   Michael Tuminello
Pieter Mees   Ravi Vooda   Ryan Thompson Sam Lo   Tim De Pauw

What's the matter with VPAID?
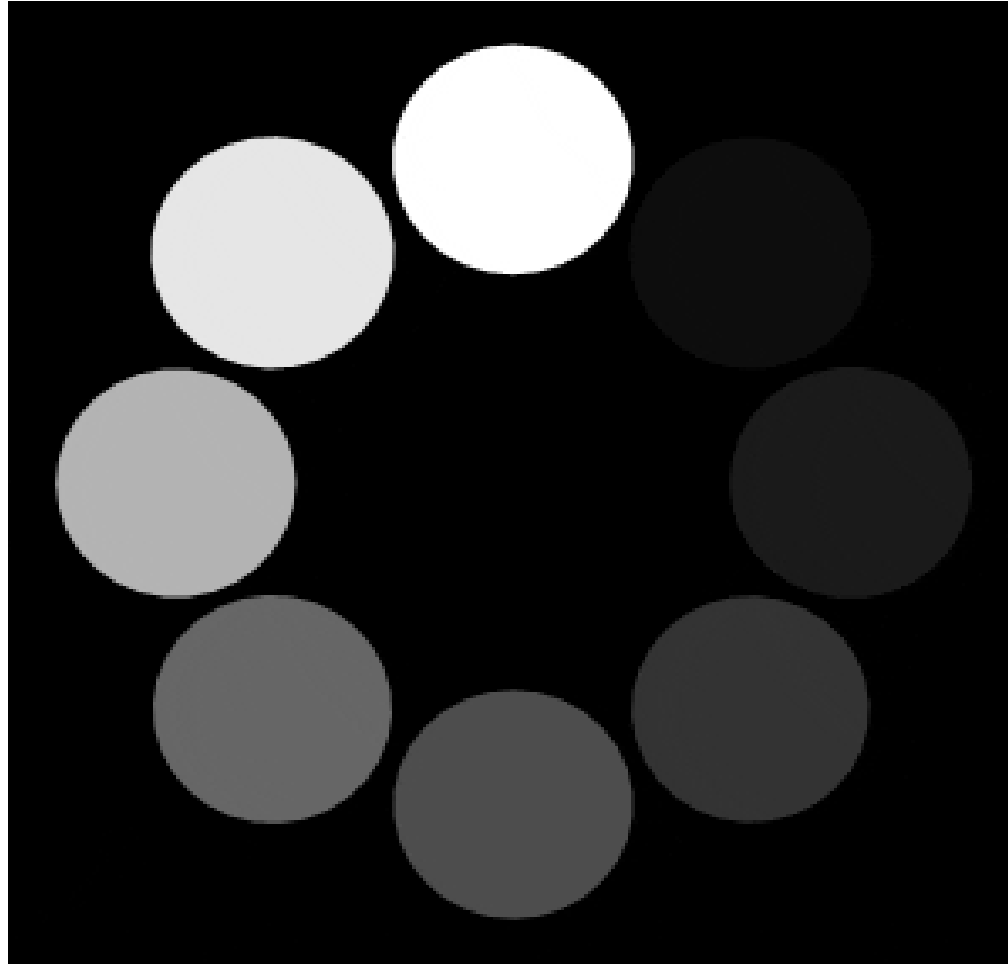
VPAID was made for Interactive Ads

Largest VPAID use case.

Publisher Site

VPAID Ad

VPAID Ad

Video

Request

Ad Server

Request

Ad Server
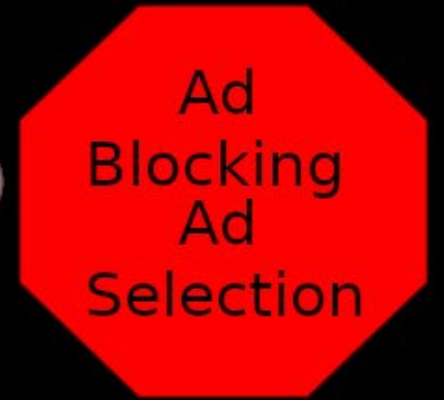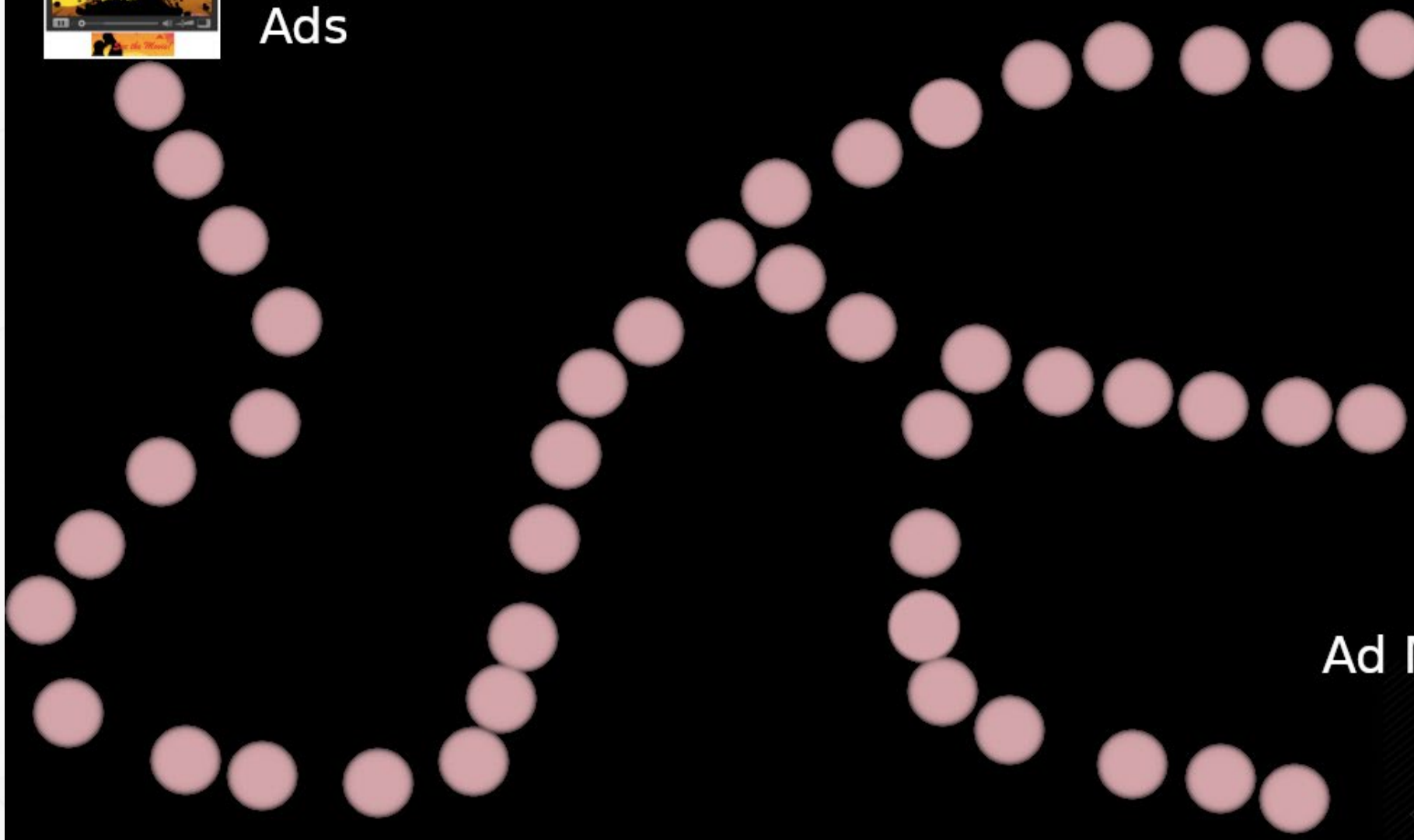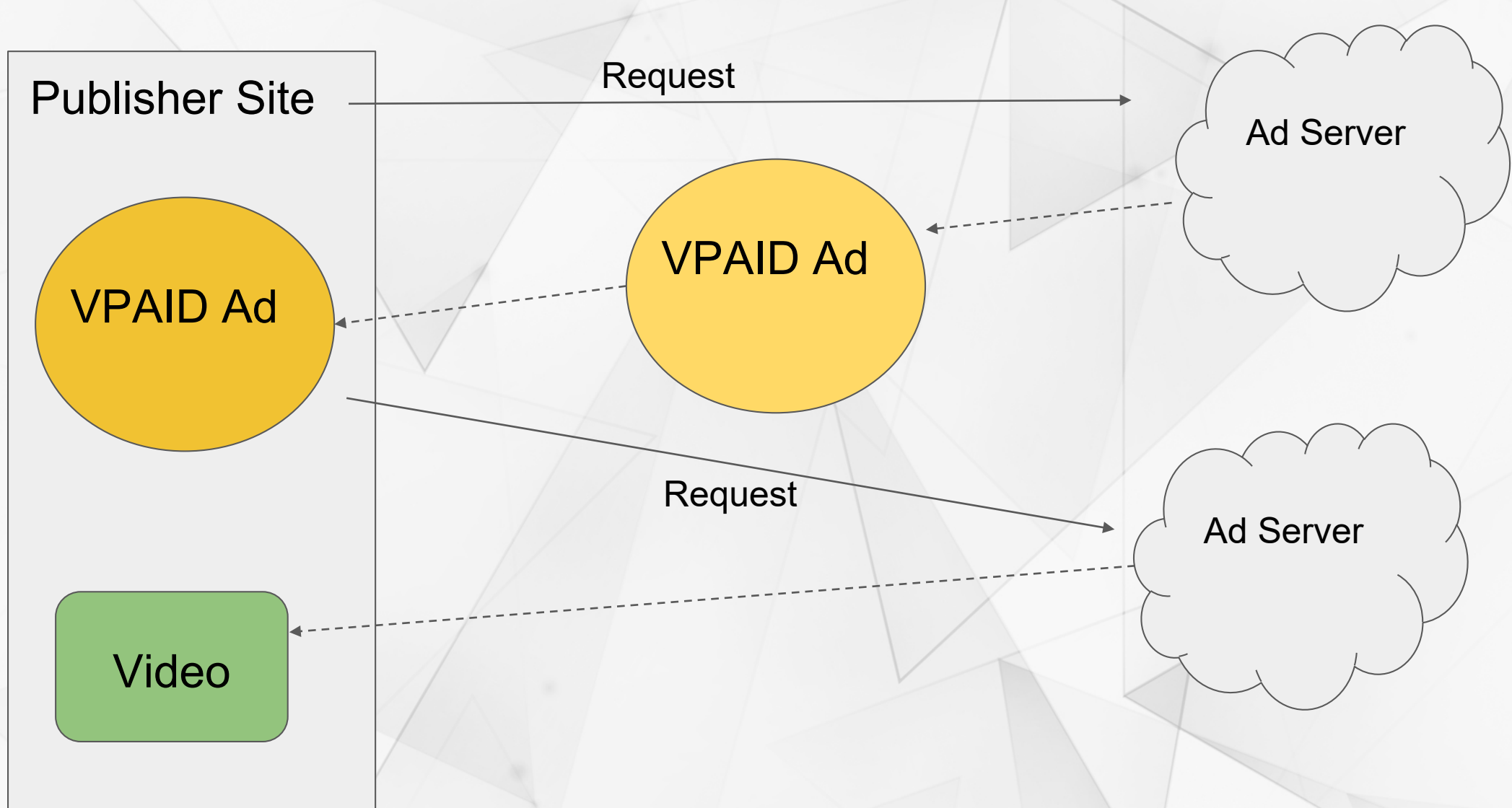
What Could go Wrong?
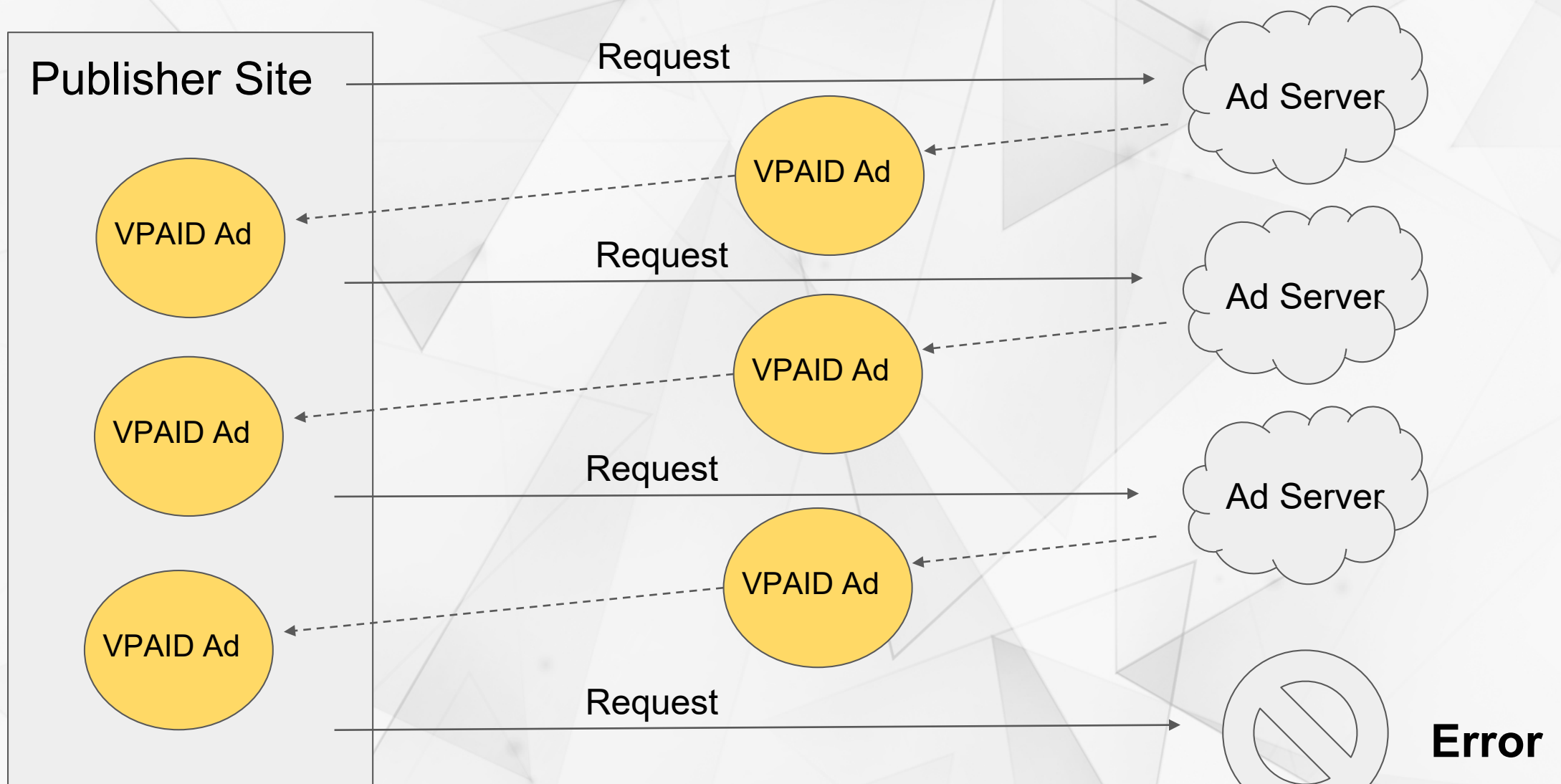
Latency

Media Load

Ad Request

Standard Video Ad
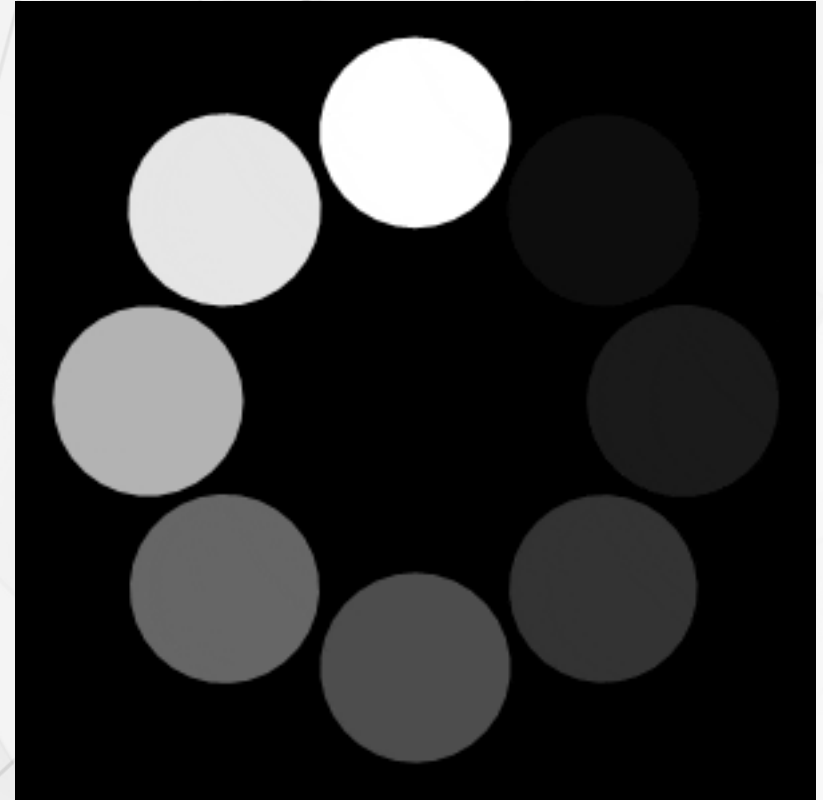
Latency

Standard Video Ad
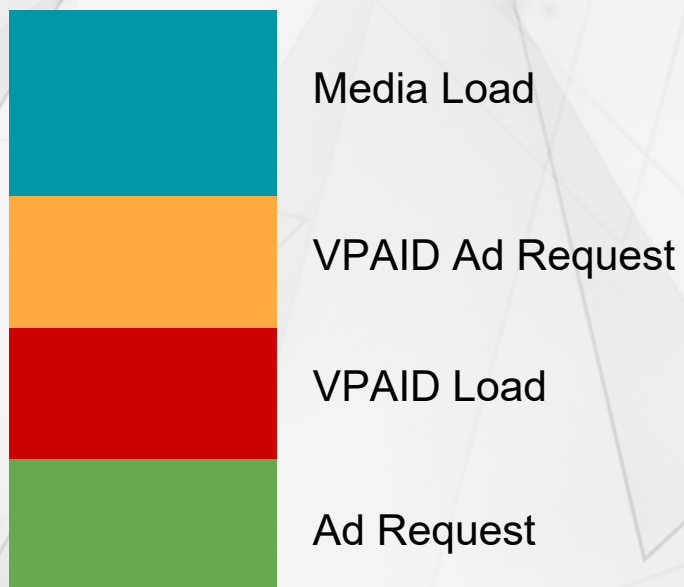
VPAID Ad
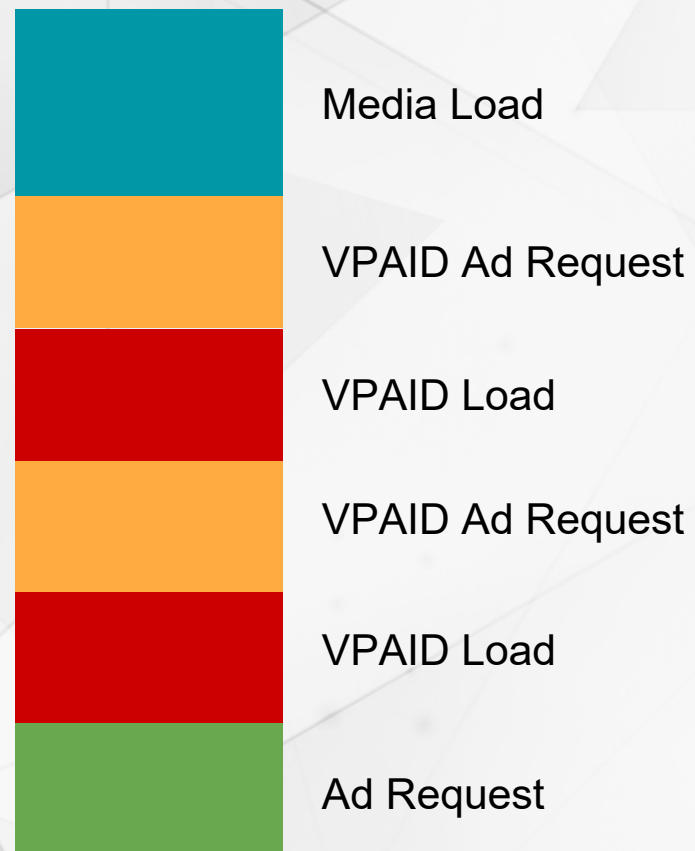
VPAID Ad Loading VPAID Ad

VAST Errors

Code	Description
100	XML parsing error.
101	VAST schema validation error.
102	VAST version of response not supported.
200	Trafficking error. Video player received an Ad type that it was not expecting and/or cannot display.
201	Video player expecting different linearity.
202	Video player expecting different duration.
203	Video player expecting different size.
204	Ad category was required but not provided.
300	General Wrapper error.

Code	Description
301	Timeout of VAST URI provided in Wrapper element, or of VAST URI provided in a subsequent Wrapper element. (URI was either unavailable or reached a timeout as defined by the video player.)
302	Wrapper limit reached, as defined by the video player. Too many Wrapper responses have been received with no InLine response.
303	No VAST response after one or more Wrappers.
304	InLine response returned ad unit that failed to result in ad display within defined time limit.
400	General Linear error. Video player is unable to display the Linear Ad.
401	File not found. Unable to find Linear/MediaFile from URI.
402	Timeout of MediaFile URI.
403	Couldn't find MediaFile that is supported by this video player, based on the attributes of the MediaFile element.
405	Problem displaying MediaFile. Video player found a MediaFile with supported type but couldn't display it. MediaFile may include: unsupported codecs, different MIME type than `MediaFile@type`, unsupported delivery method, etc.
406	Mezzanine was required but not provided. Ad not served.
407	Mezzanine is in the process of being downloaded for the first time. Download may take several hours. Ad will not be served until mezzanine is downloaded and transcoded.
408	Conditional ad rejected.
409	Interactive unit in the InteractiveCreativeFile node was not executed.
410	Verification unit in the Verification node was not executed.
411	Mezzanine was provided as required, but file did not meet required specification. Ad not served.
500	General NonLinearAds error.
501	Unable to display NonLinear Ad because creative dimensions do not align with creative display area (i.e. creative dimension too large).
502	Unable to fetch NonLinearAds/NonLinear resource.
503	Couldn't find NonLinear resource with supported type.

VPAID Errors – Only One

Code	Description
301	Timeout of VAST URI provided in Wrapper element, or of VAST URI provided in a subsequent Wrapper element. (URI was either unavailable or reached a timeout as defined by the video player.)
302	Wrapper limit reached, as defined by the video player. Too many Wrapper responses have been received with no InLine response.

Code	Description
900	Undefined Error.
901	General VPAID error.

VPAID Ad Bugs

Player

SDK Creator

Publisher

VPAID creator

Other VPAID
ad creator

Third Party
Contractor
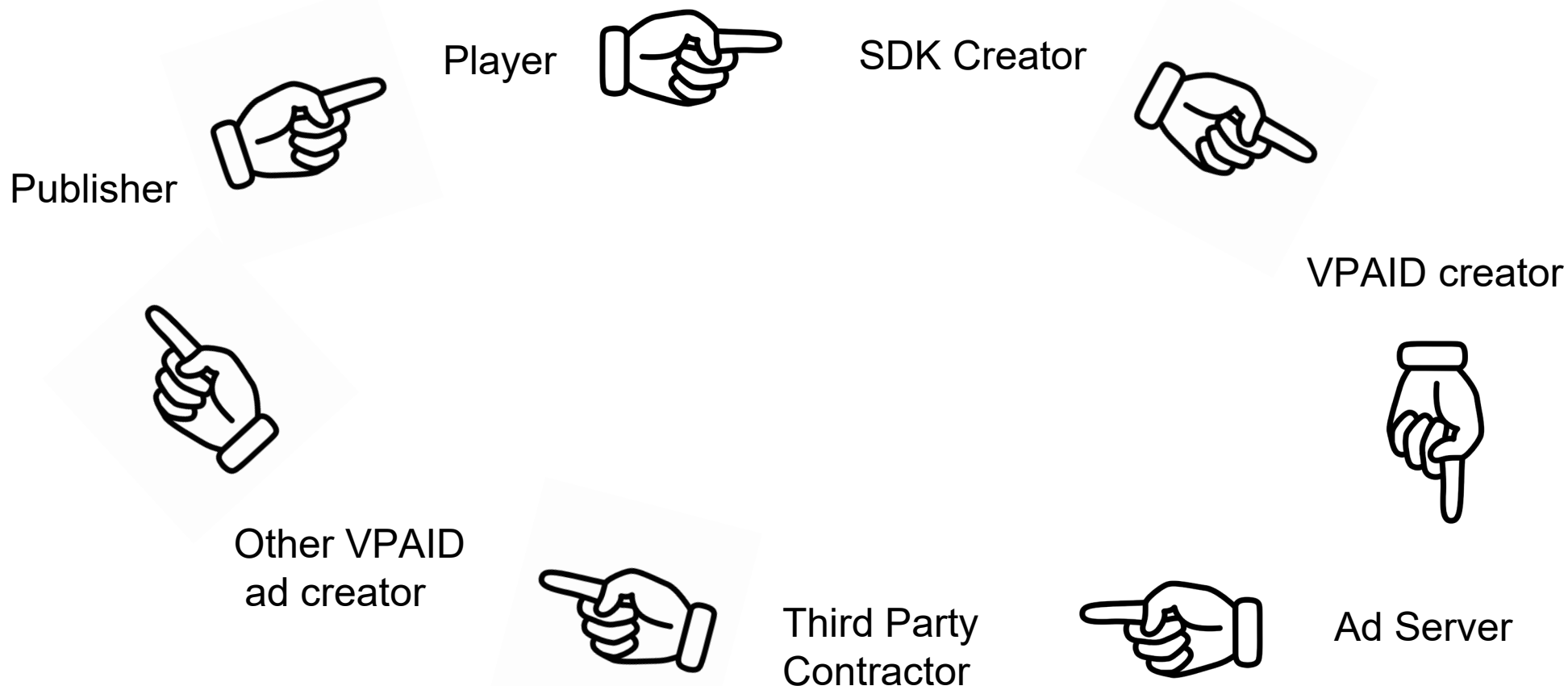
Ad Server

Server Side Ad Insertion
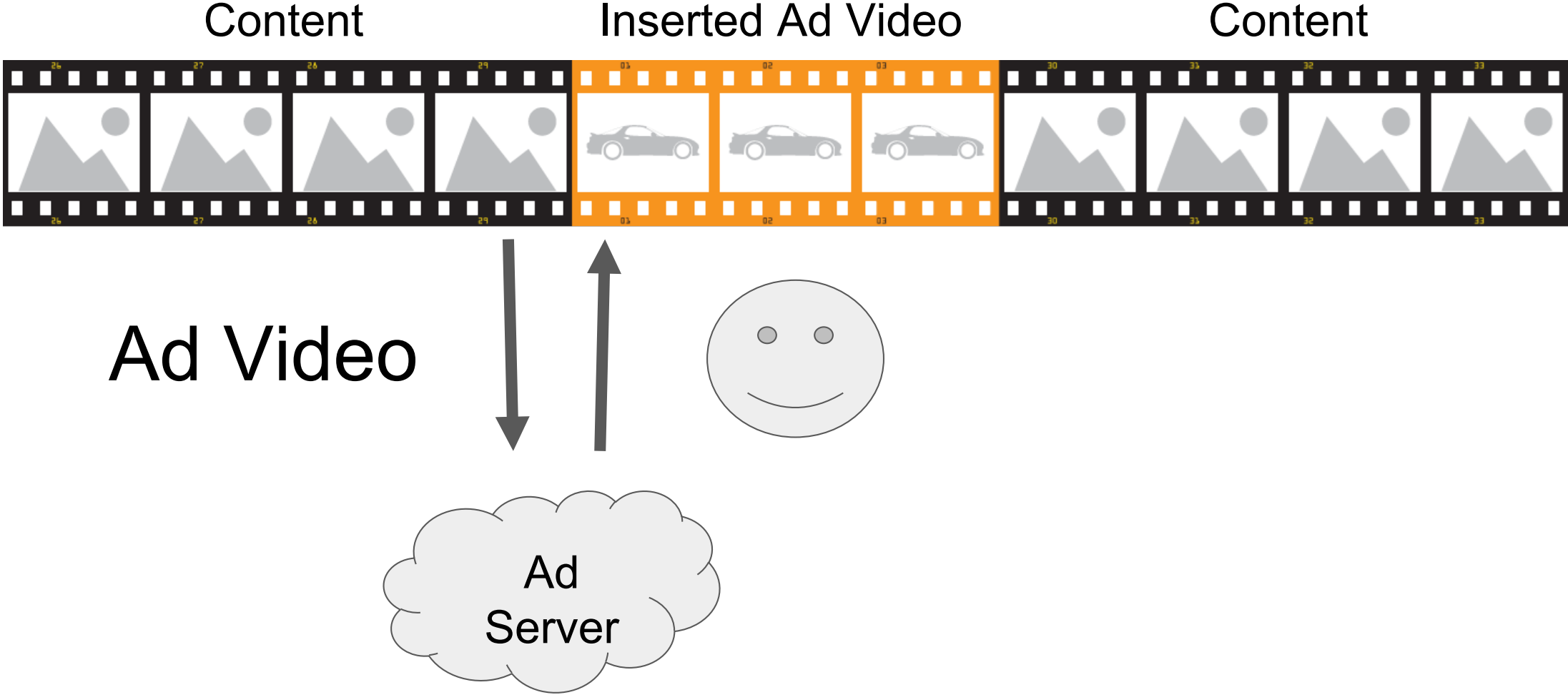
Server Side Ad Insertion - VPAID

Content   Content

???

Javascript -
VPAID Ad

Ad
Server
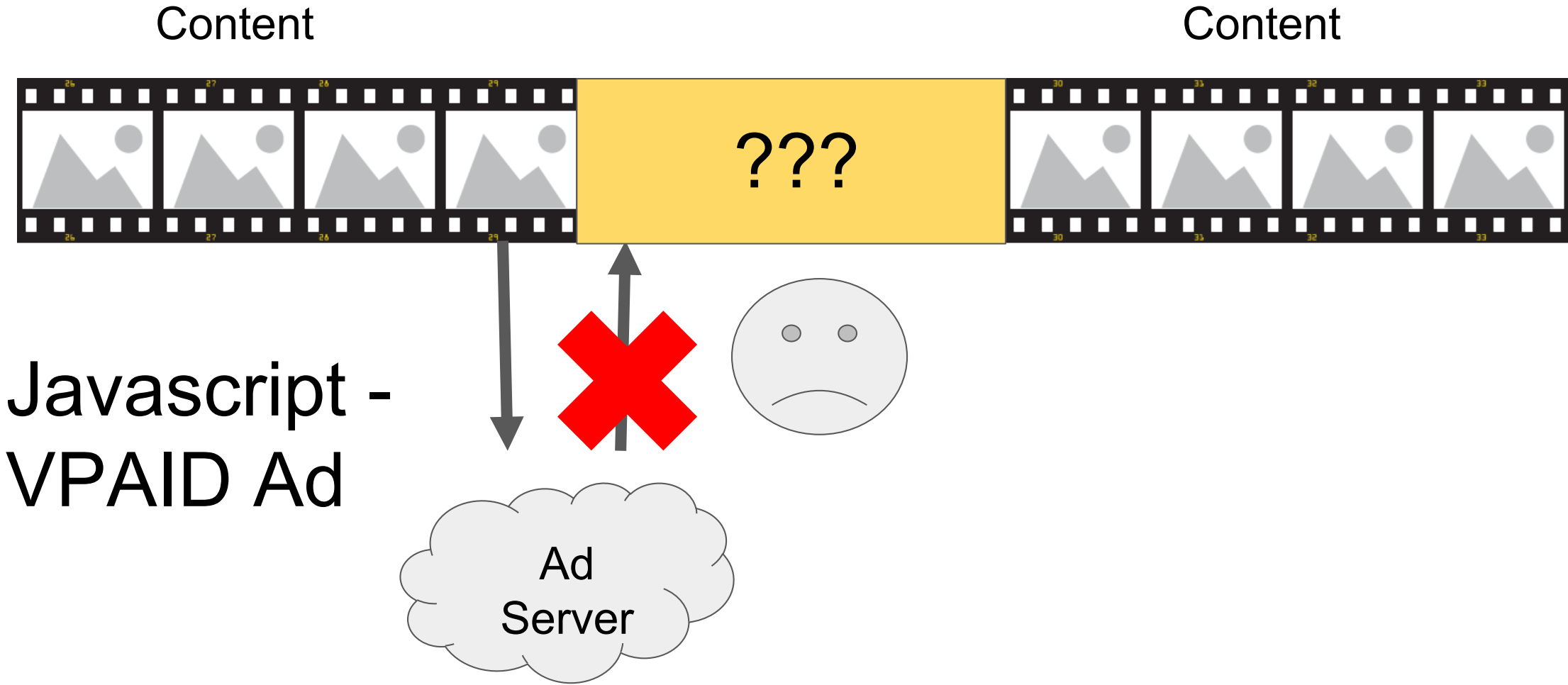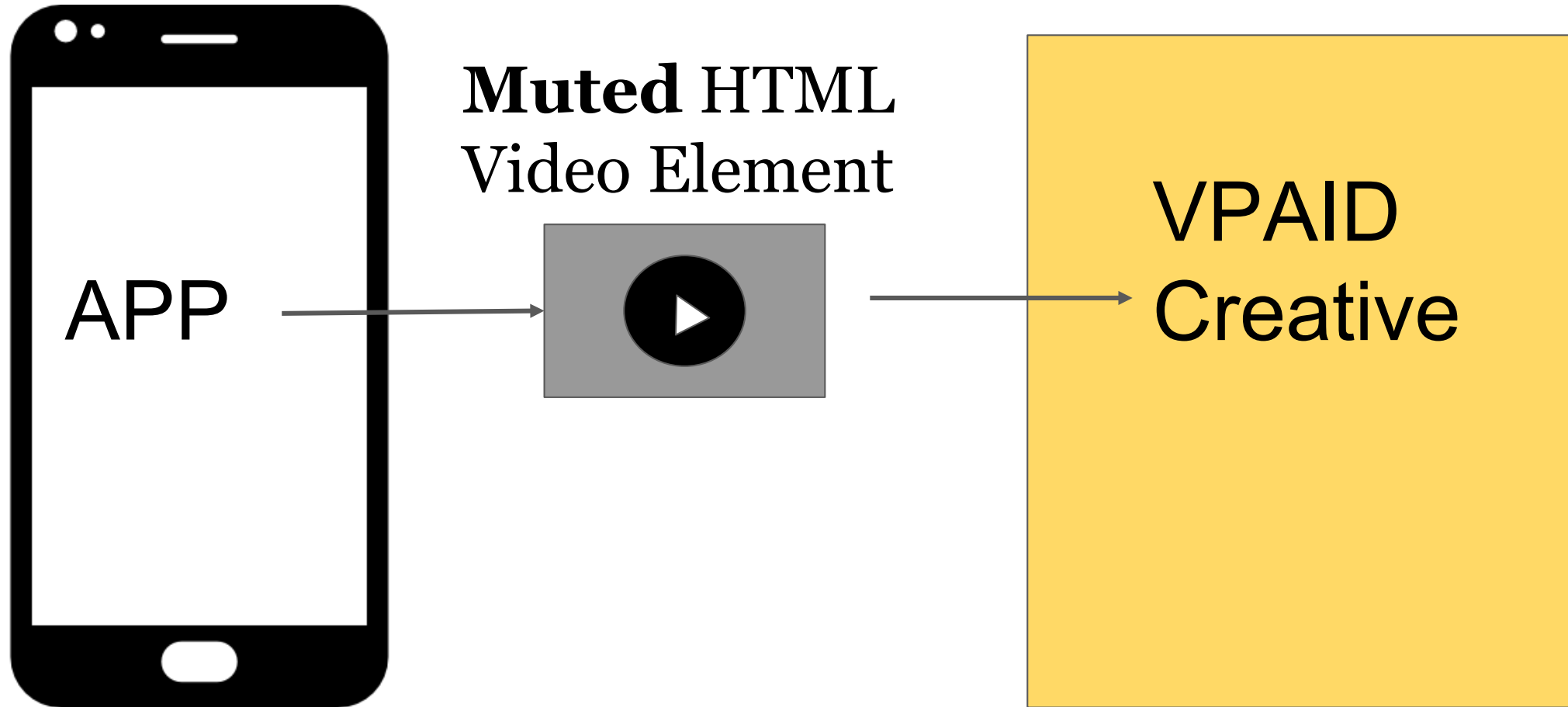
VPAID is the Past

- Reasonable Latency **FAIL**
- Practical to Debug **FAIL**
- Supports Server Side Ads **FAIL**
- Built for Mobile **FAIL**
- Secure **FAIL**

SIMID

Secure Interactive Media Interface Definition

What Does the SIMID Specification Define?

SIMID vs. VPAID

VPAID

SIMID

The SIMID Reference Model
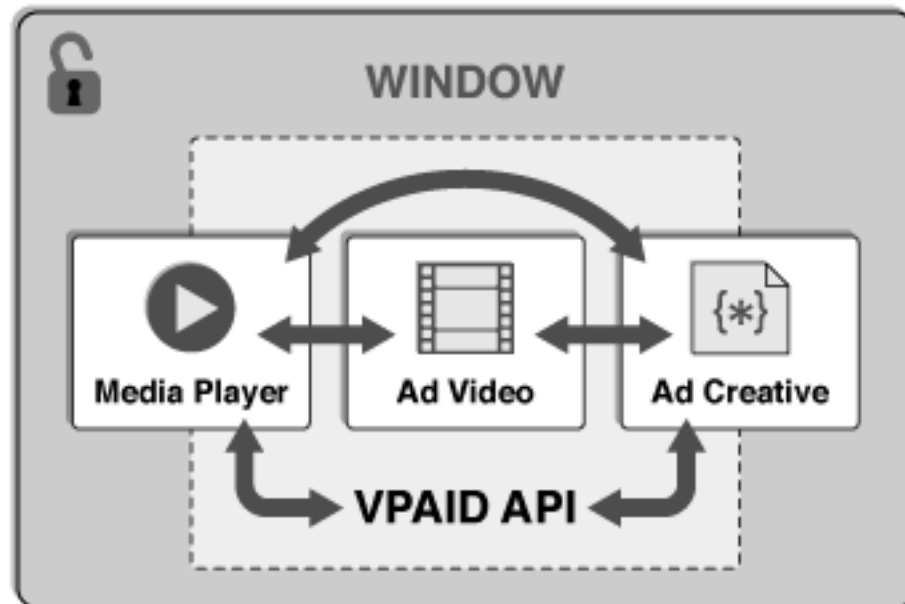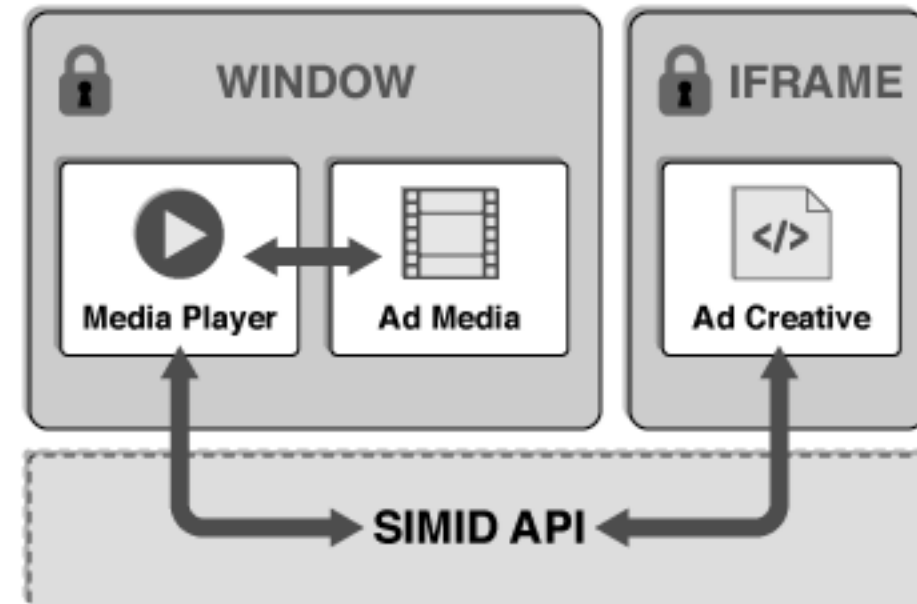
Protocol for Communication
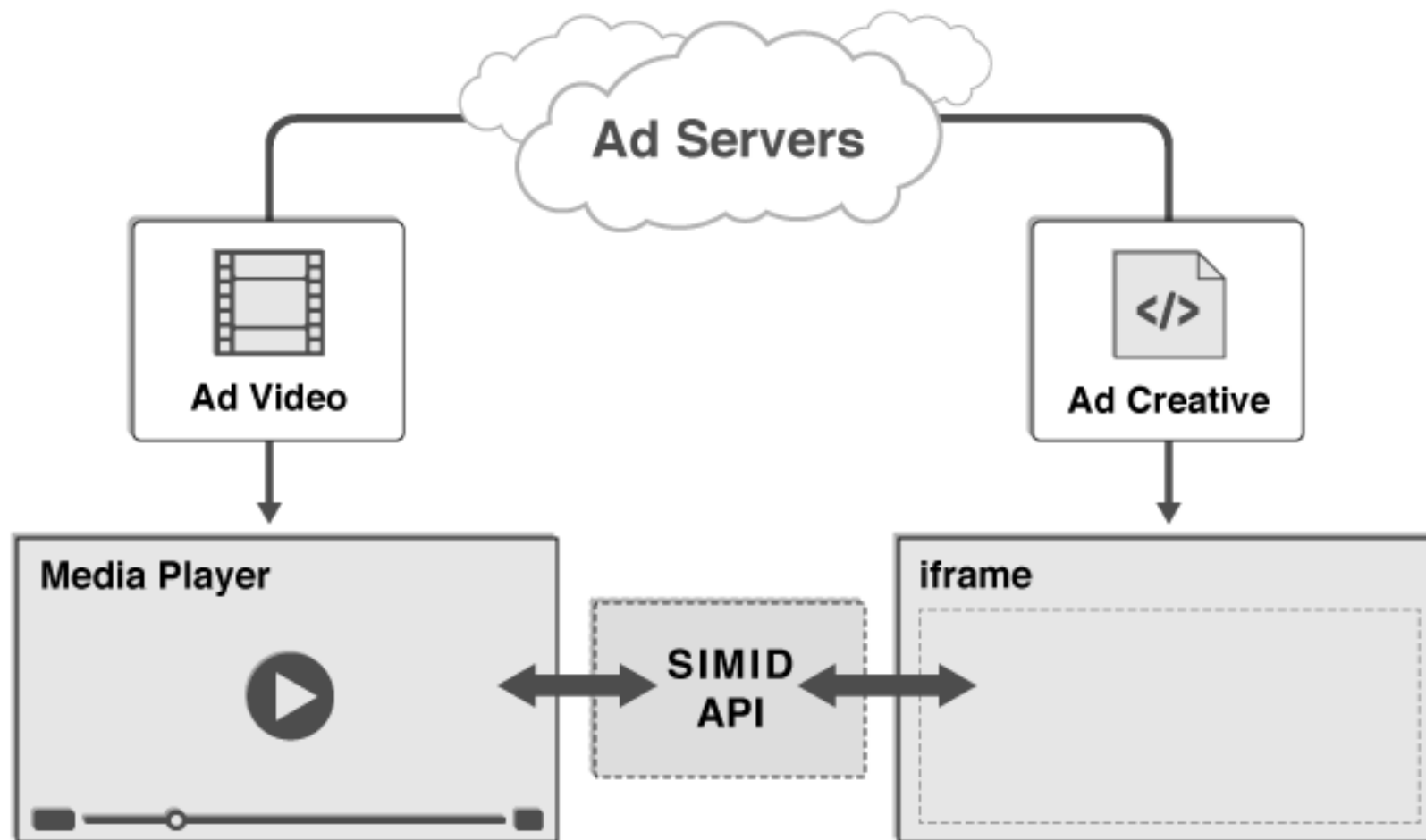
Initialization and Setup
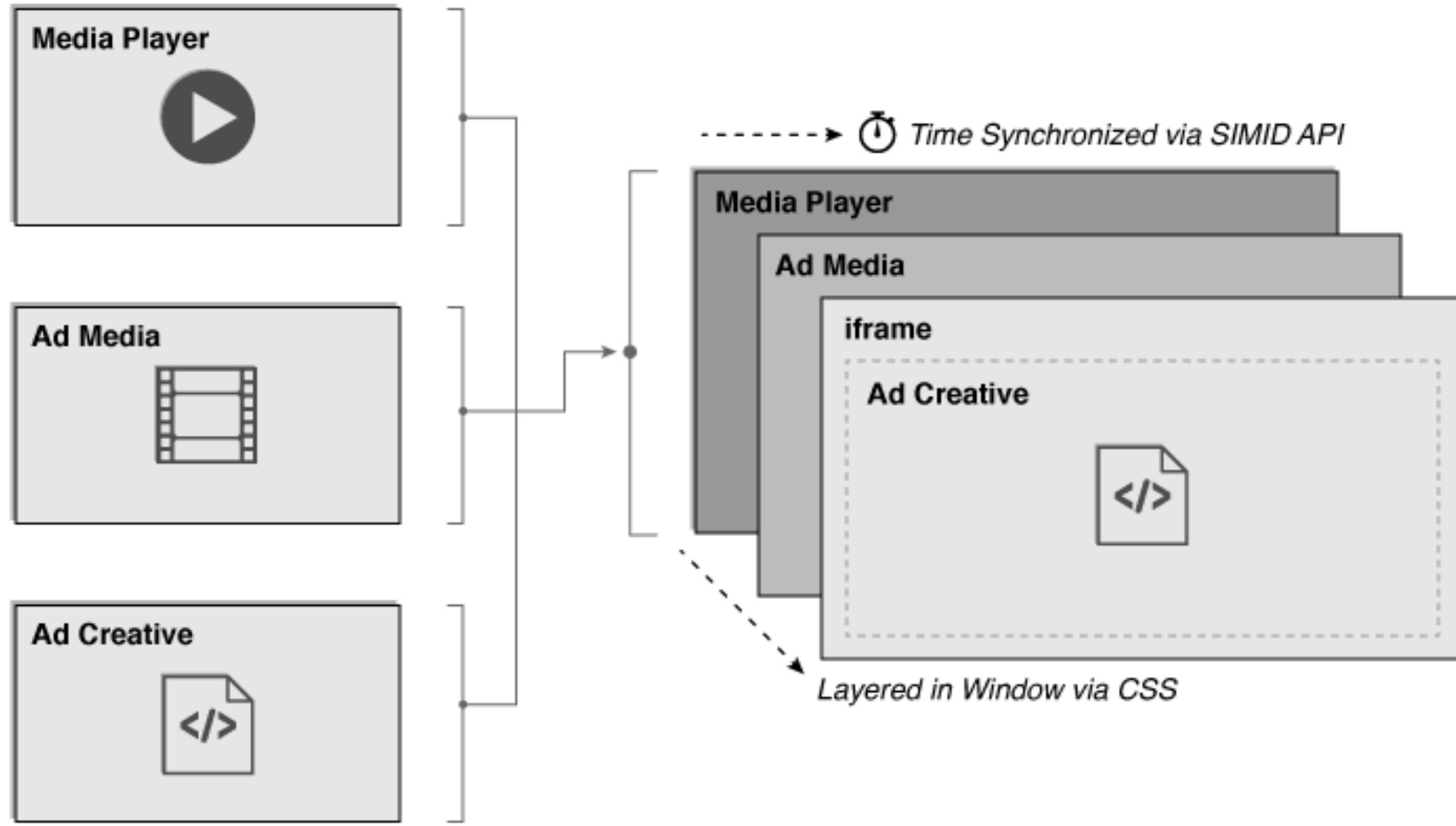
SIMID Within VAST

```
<VAST version = "4.2">

....

<MediaFiles>

<MediaFile ... >http://site.com/video.mp4</MediaFile>

<InteractiveCreativeFile apiFramework="SIMID" variableDuration="true">

http://site.com/interactiveCreative.html

</InteractiveCreativeFile>

<MediaFiles>

...

<VAST>
```

SIMID vs VPAID

FIGHT!

Security

VPAID

SIMID

Media Asset Management

VPAID

SIMID

SSAI
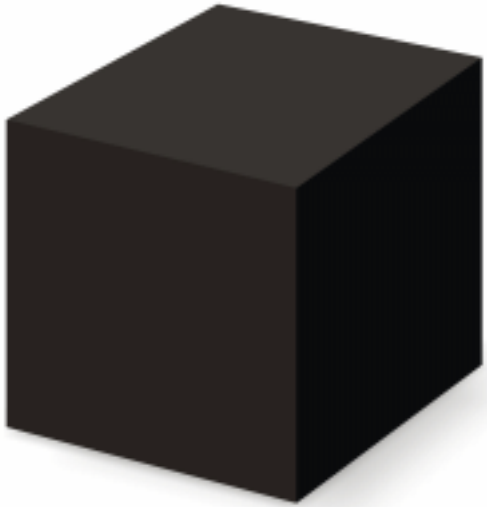
VPAID

SIMID

Variable Duration Ads

VPAID

SIMID

Pre-caching
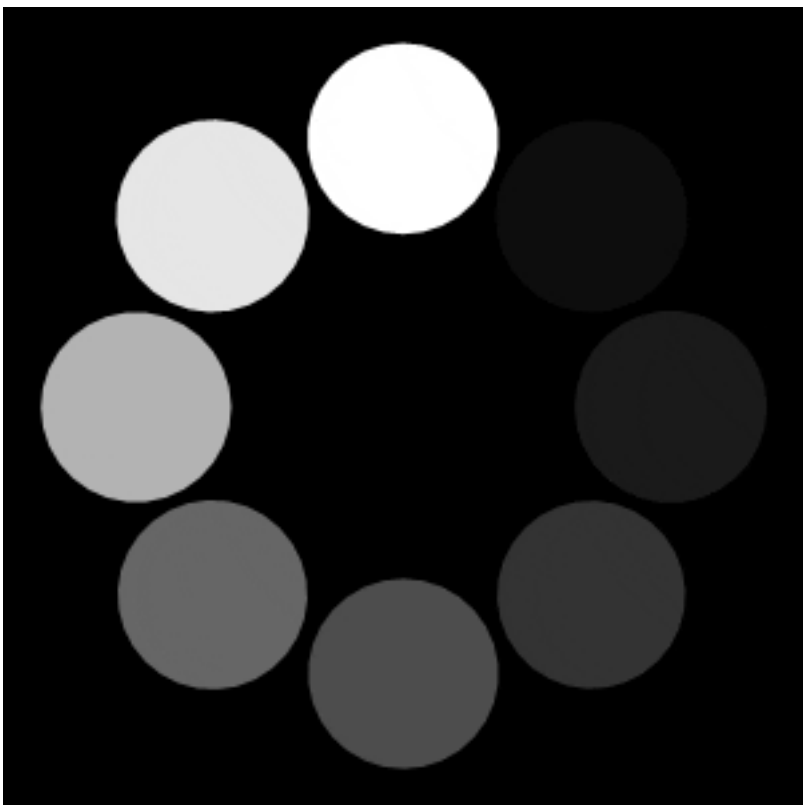
VPAID

SIMID

Latency
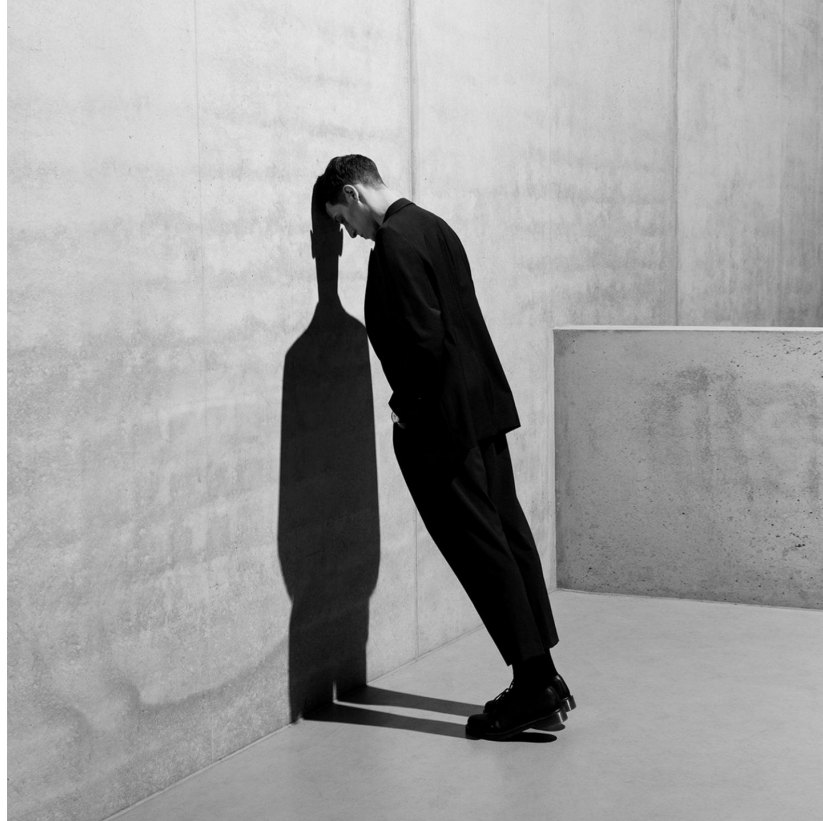
VPAID

SIMID

Creative Wrapping

VPAID

SIMID

Verification and Measurement

VPAID

SIMID

Player Environment

VPAID

SIMID

Consumer UX on Errors

VPAID

SIMID

Error Handling

901

Error Code	Error Type	Description
1100	Unspecified error.	Catchall error if the creative could not find a matching error code. The creative should be more specific in the error message.
1101	Resources could not be loaded.	The SIMID creative tried to load resources but failed.
1102	Playback area not usable by creative.	The dimensions the creative needed were not what it received.
1103	Wrong SIMID version.	The creative could not support the players version.
1104	Creative not playable for a technical reason on this site.	
1105	Request for expand not honored.	The creative requested to expand but the player did not allow it.
1106	Request for pause not honored.	The creative requested pause but the player did not pause.
1107	Play mode not adequate for creative.	The creative requires playback control but the player is not giving control. This error should only fire if the VAST for the ad specified that it needs playback control.
1108	Ad internal error.	The creative had an error not related to any external dependencies.
1109	Device not supported.	The creative could not play or render on the device.
1110	The player is not following the spec in the way it sends messages.	
1111	The player is not responding adequately to messages.	

VPAID   SIMID

SIMID Improvements Summarized

- Security
- Media Asset Management
- SSAI
- Variable Duration Ads
- Pre-caching
- Latency
- Creative Wrapping
- Verification and Measurement
- Player Environment
- Error Handling

Demo Time!

Thank You!

Useful links -

Specs (and requests/issues/etc):
https://github.com/InteractiveAdvertisingBureau/SIMID/

Samples :
https://github.com/InteractiveAdvertisingBureau/SIMID/tree/master/examples

Questions : video@iabtechlab.com

No Cookies? Use Your First Party Data to Drive Dynamic Creative Personalization

Shankar Venkataraman
SVP, Product & Engineering
Jivox
@jivox

NO COOKIES?

USE YOUR FIRST-PARTY DATA
TO DRIVE DYNAMIC CREATIVE PERSONALIZATION
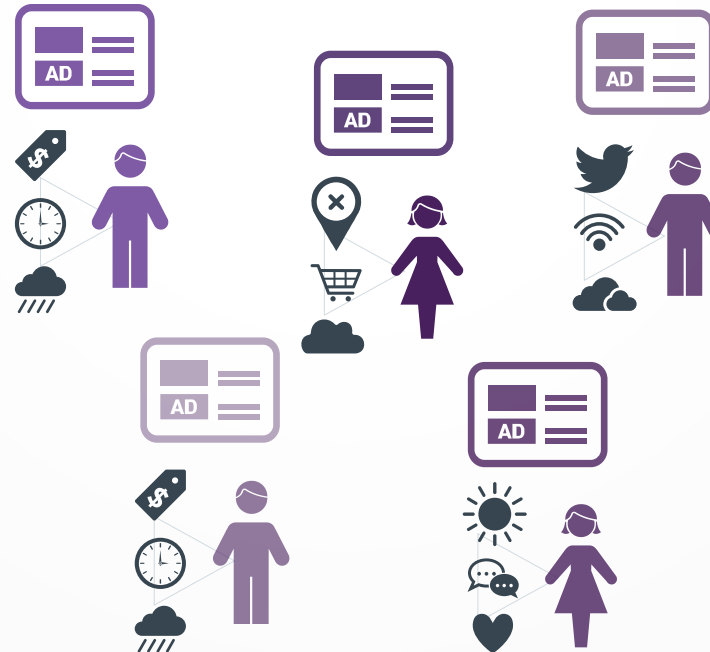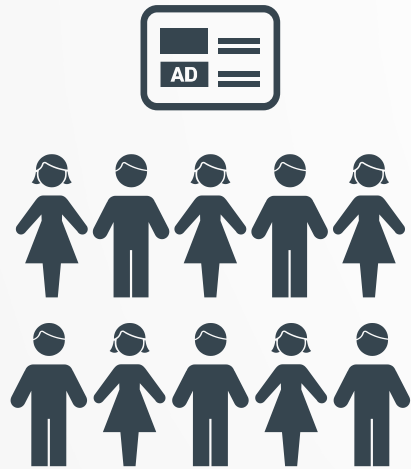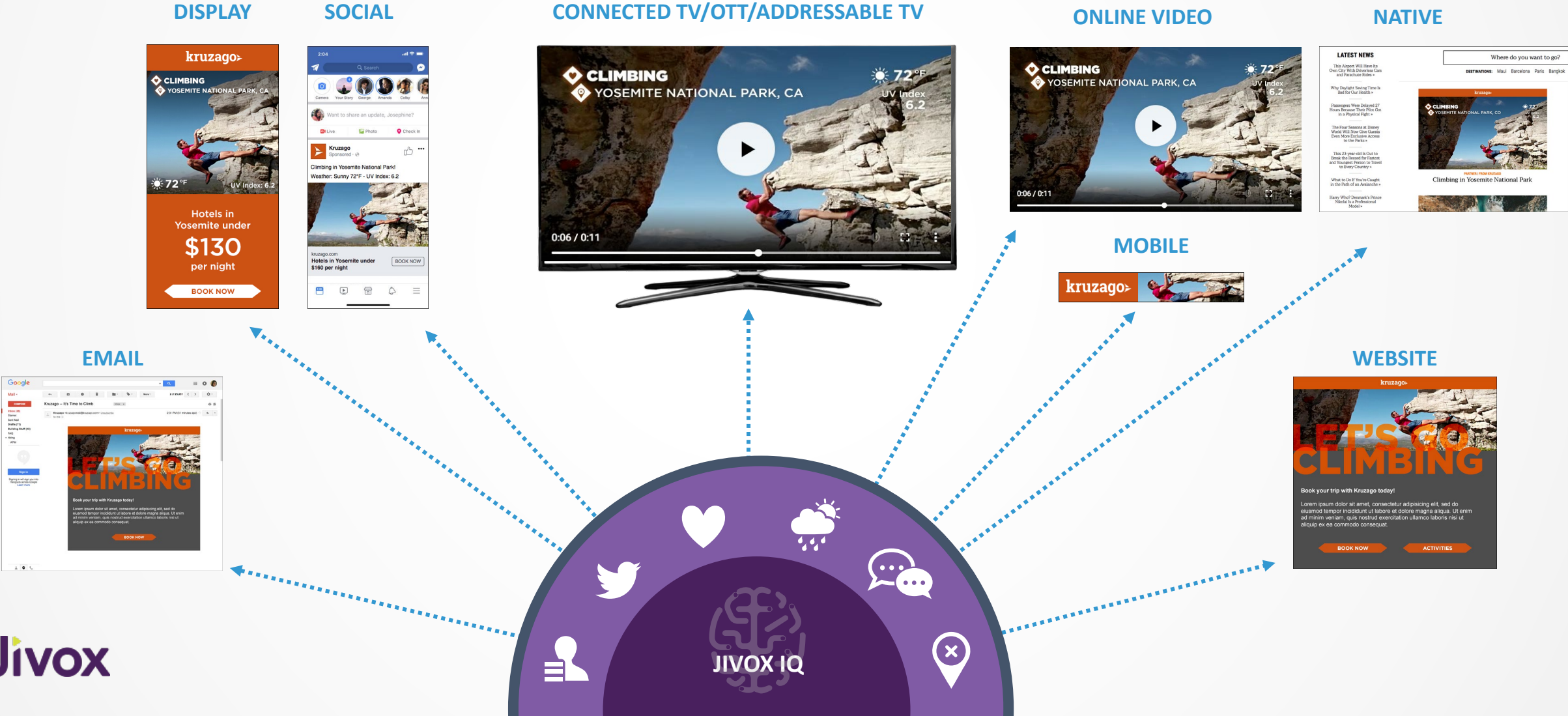
Jivox

RECOGNIZED BY FORRESTER

Jivox Named a Creative Advertising Technology Leader

THE FORRESTER WAVE™
Creative Advertising Technologies
Q4 2018
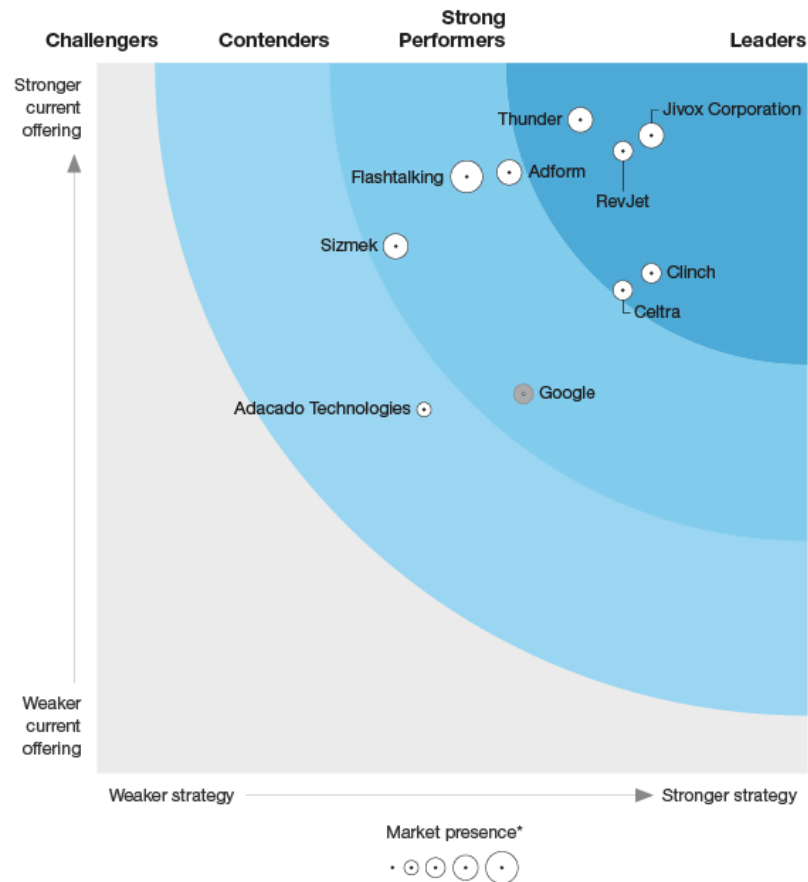
*"**Large global brands** with rich, complex data sets and diverse geographic footprints should consider Jivox"*

"One client reference noted that it had generated 350,000 assets through the vendor in the past year in 22 languages, across countries and regions, and with a dozen-plus products."

The Forrester Wave™: Creative Advertising Technologies, Q4 2018.

IDENTITY

- Marketing has always been about identity and relevant messaging
  - Cookies
  - Email
- **Third-party identity** and syncs have been the norm

Some have resorted to **fingerprinting!**

CONSUMERS HAVE BEEN OBLIVIOUS TO THIS

IDENTITY AND CONSENT

- There is no user consent in third-party cookies and fingerprinting

- Consumers want "opt-in" instead of "opt out" (aka DNT).

- Consumers recognize only the Brand (advertiser) and the Publisher.

- And the browsers agree ☺

IS THE PARTY (ALMOST) OVER?

Jivox

BEING RELEVANT IS PRECISION MARKETING

PERSON + PLACE + MOMENT = MESSAGE
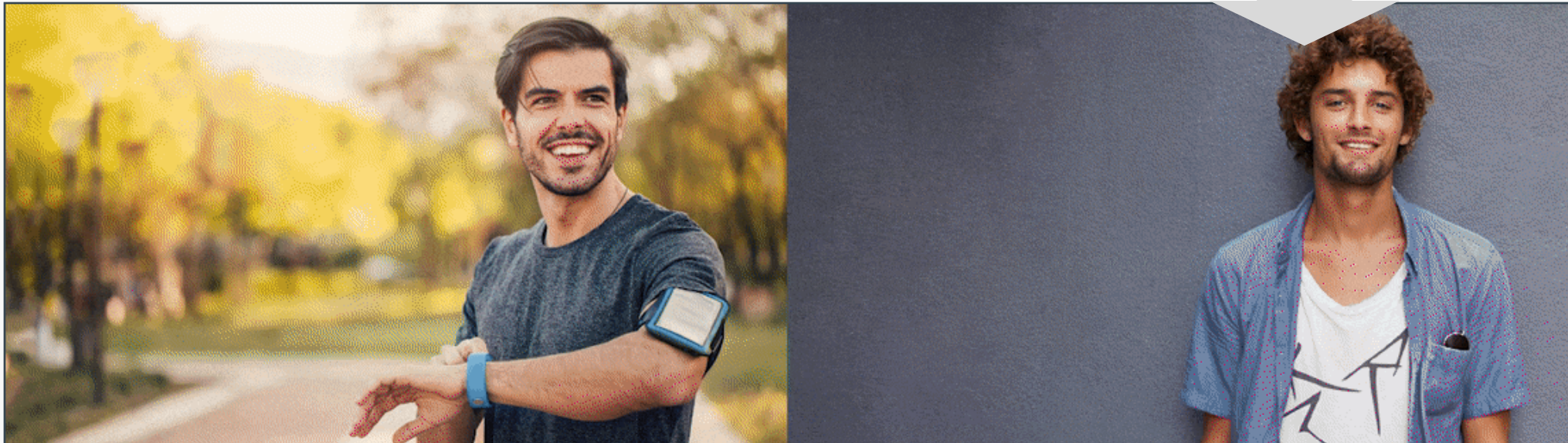
Changing messaging with triggers & context

Jivox

SO WHAT ARE THE **AVAILABLE OPTIONS**?

Brands & Publishers Have Consented First-Party Data

EMAIL ADDRESS VIA AUTHENTICATION

FIRST-PARTY ID

Jivox

CAN **HYBRID CLOUD** HELP US?
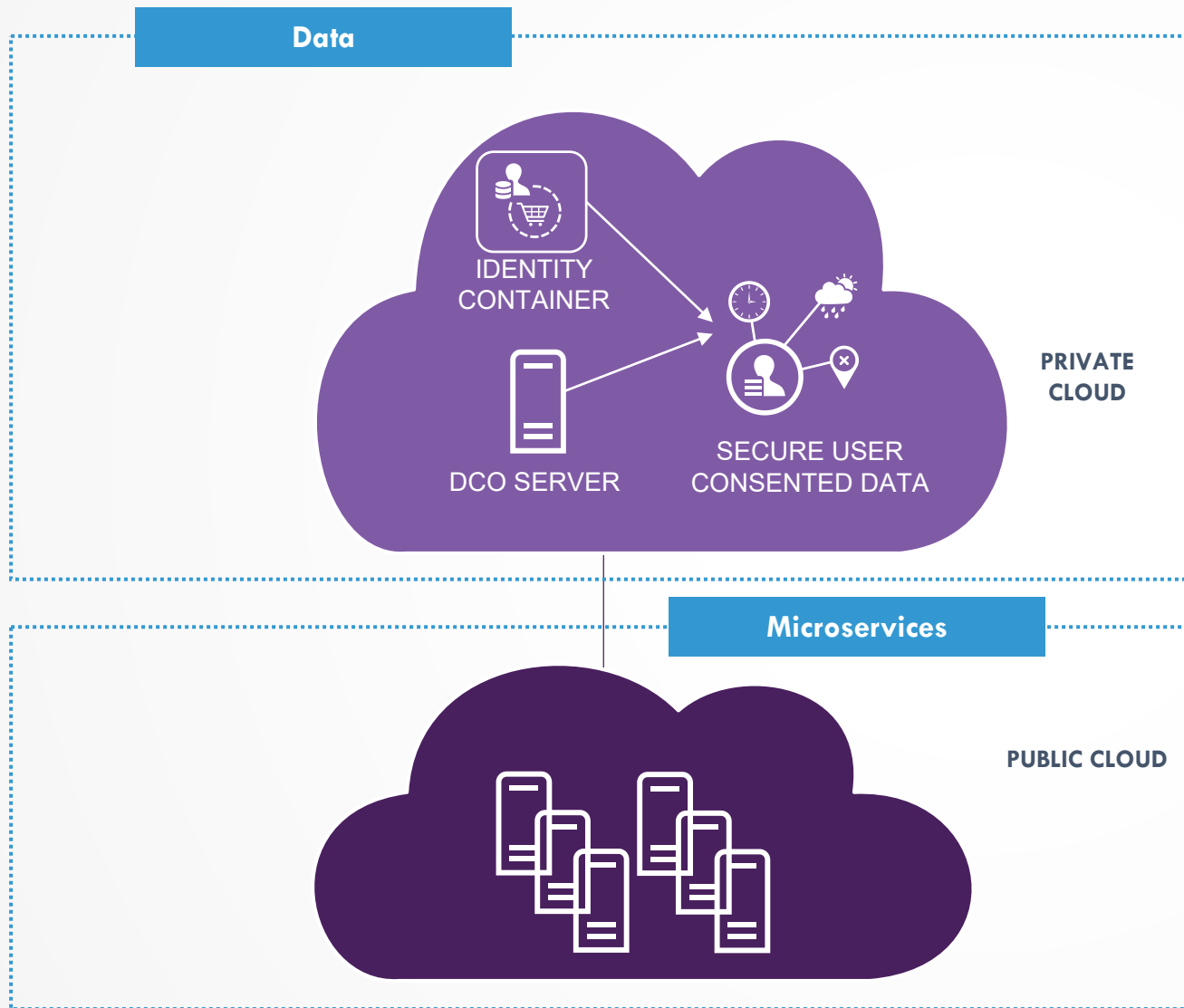
- ✓ Enterprises understand this from other SaaS solutions

- ✓ Highly secure, fully controlled by IT / SecOps

- ✓ Email marketing and site personalization products already do this!
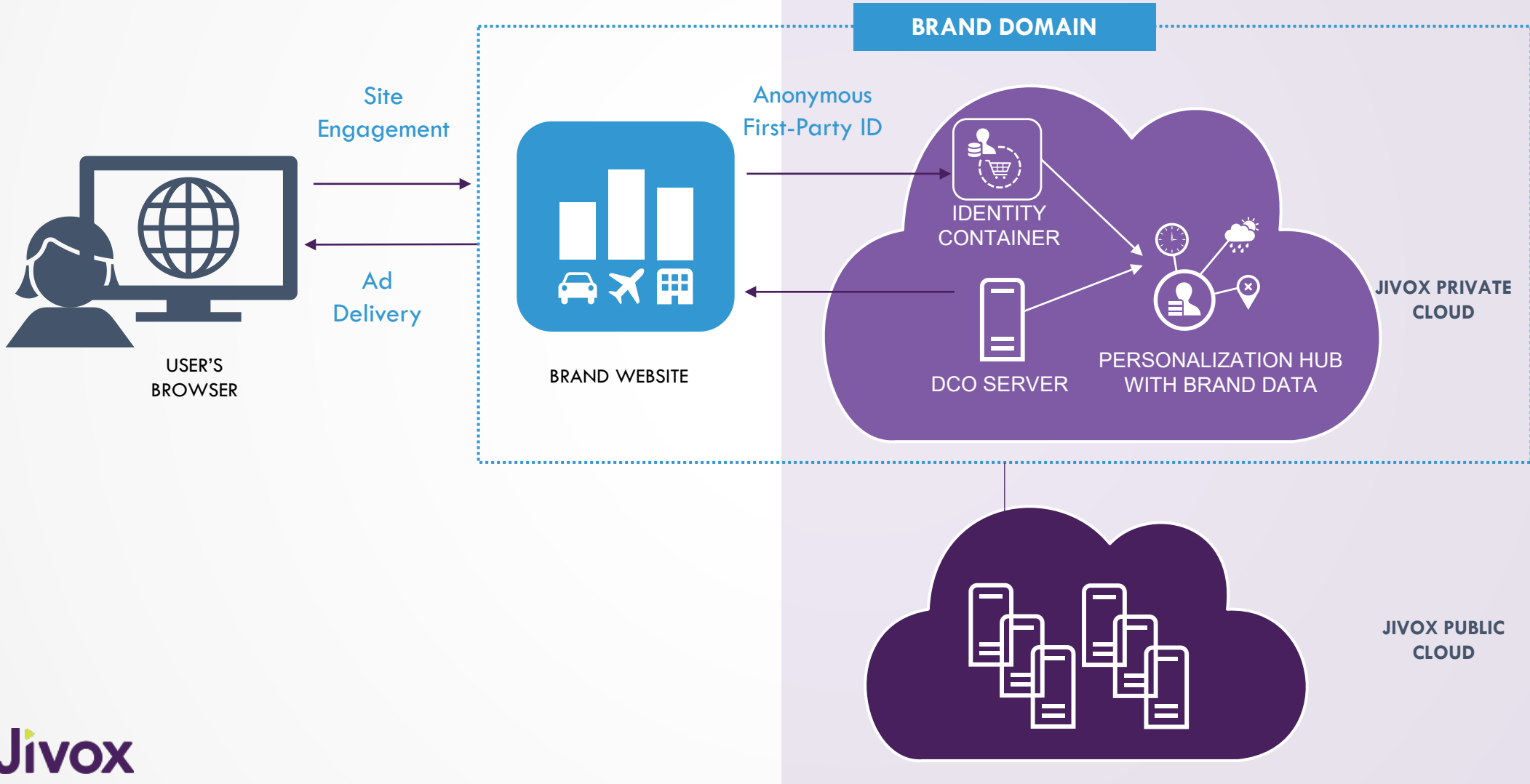
Transforming Video in a Connected World

Jessica Hogue
GM, Measurement & Analytics
Innovid
@innovid
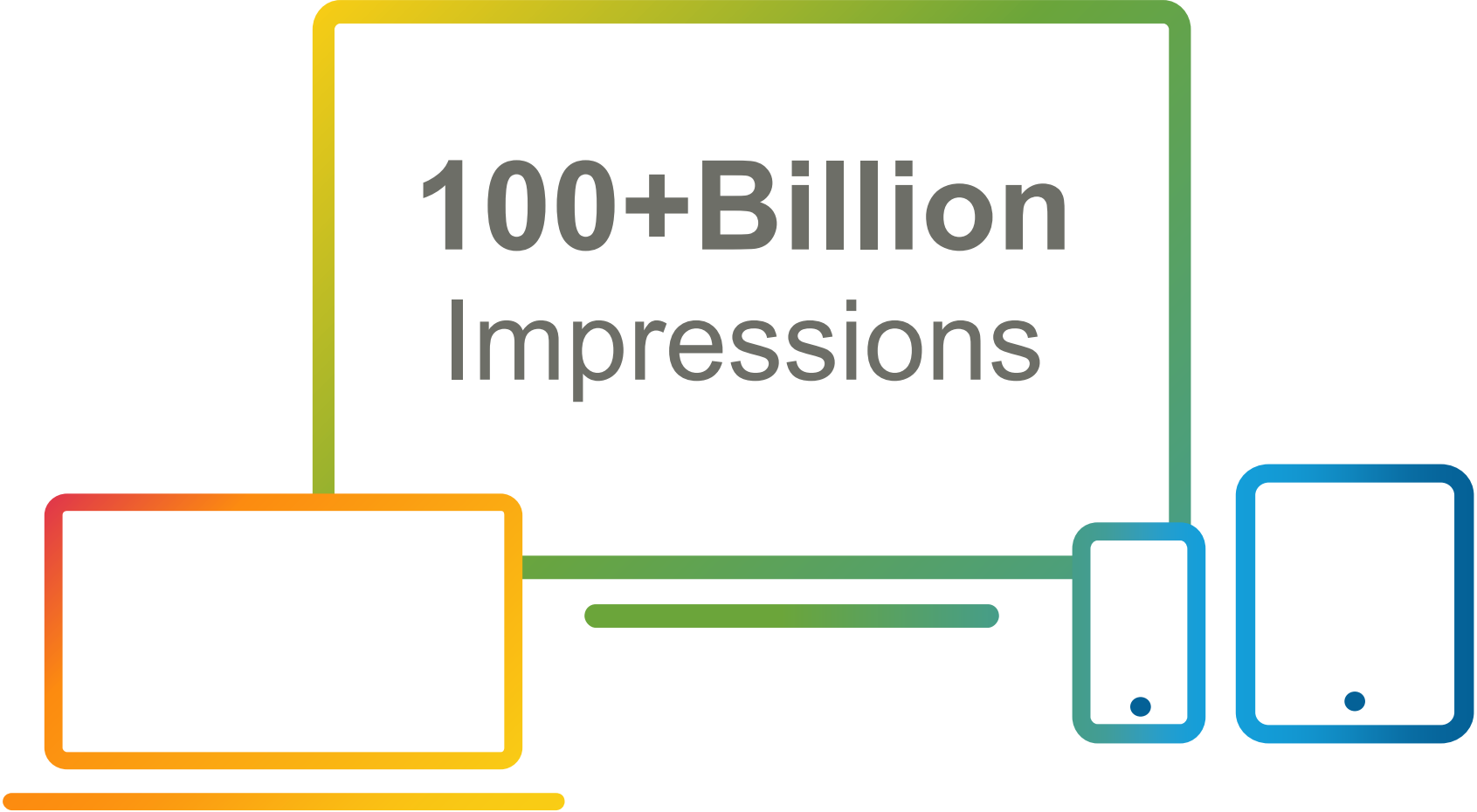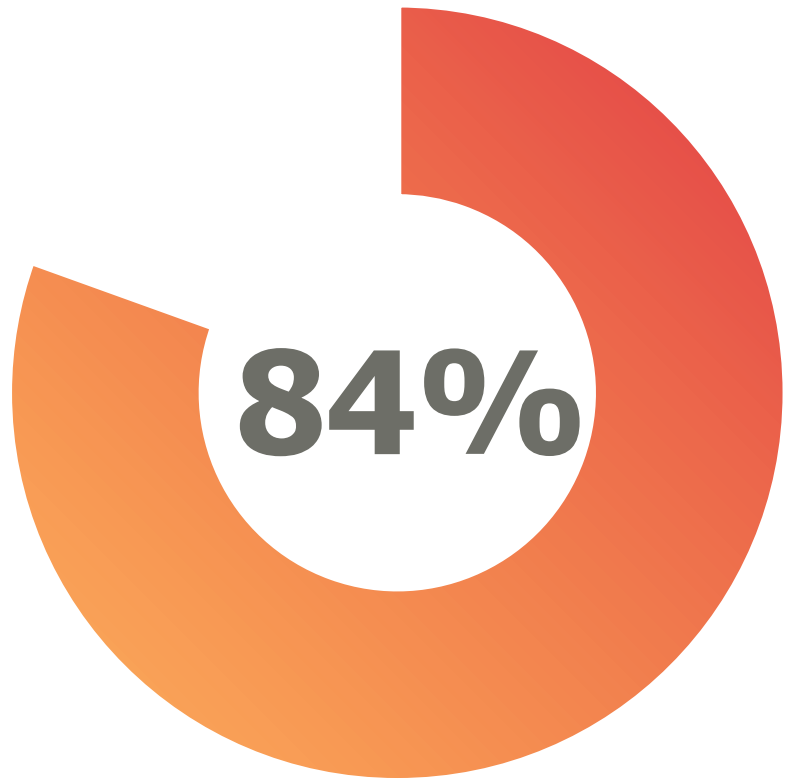
Modern Consumers

Personalization Challenges

Fragmentation

Walled Gardens

Privacy

Creative

60%

of all households globally will have Connected TV by 2022.

INNOVID

Investment Follows Eyeballs.

Spending Optimism for Video and TV Advertising Types

50% Increase

INNOVID

CTV IS ON A STEADY CLIMB

DEVICE	2015	2016	2017	2018
Mobile	29%	46%	47%	47%
Desktop	66%	47%	37%	25%
CTV	5%	8%	17%	28%

Source: **Innovid**

INNOVID

CTV = 32% OF VIDEO AD DELIVERY

Pie chart:
- 47% MOBILE
- 32% CTV
- 21% PC
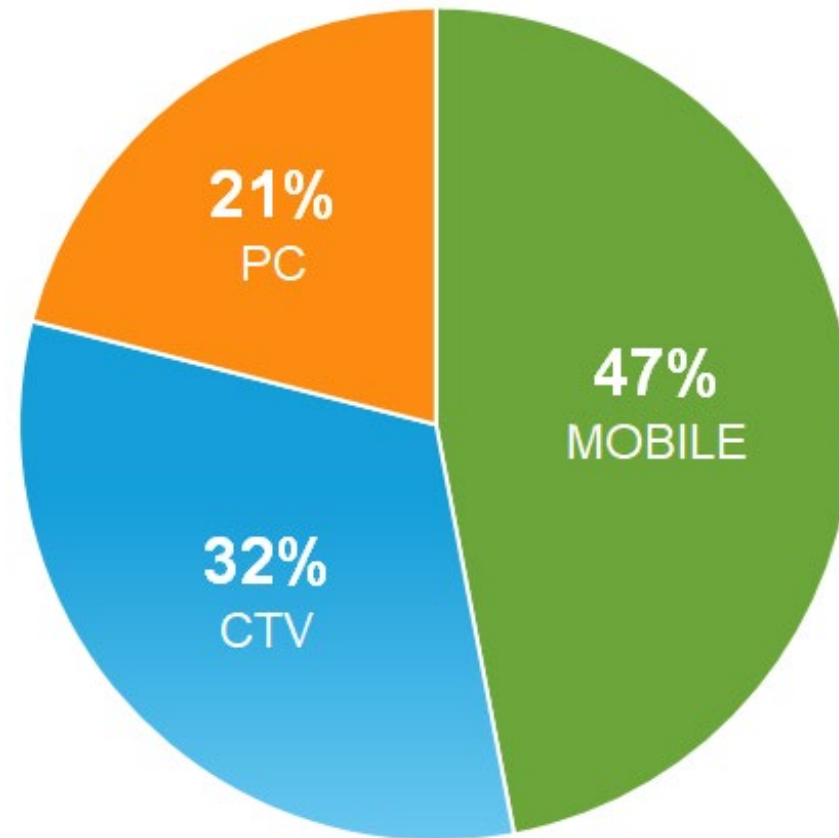
INNOVID

56% of marketing leaders increased their personalization spend in 2018.
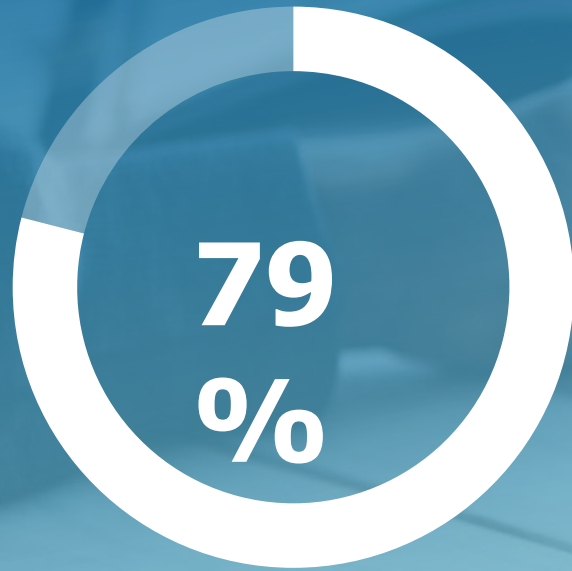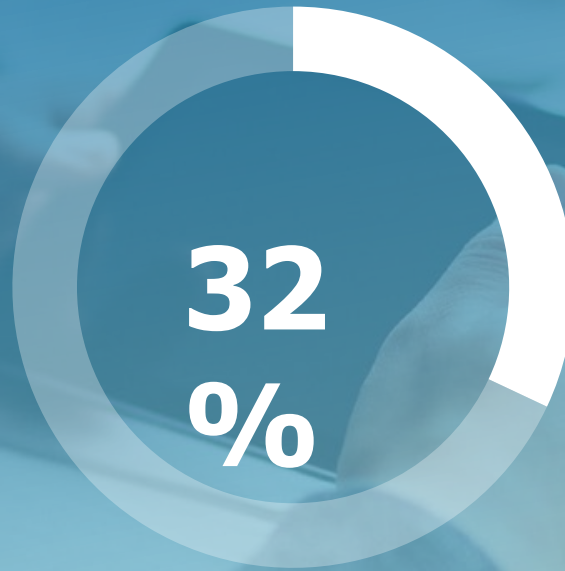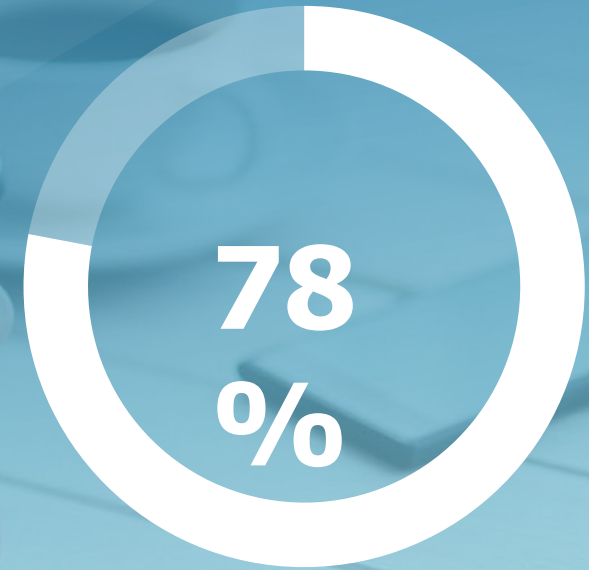
Source:Gartner

INNOVID

Redefining Engagement

INNOVID

15s → 61s = +406% Increase in Time Spent
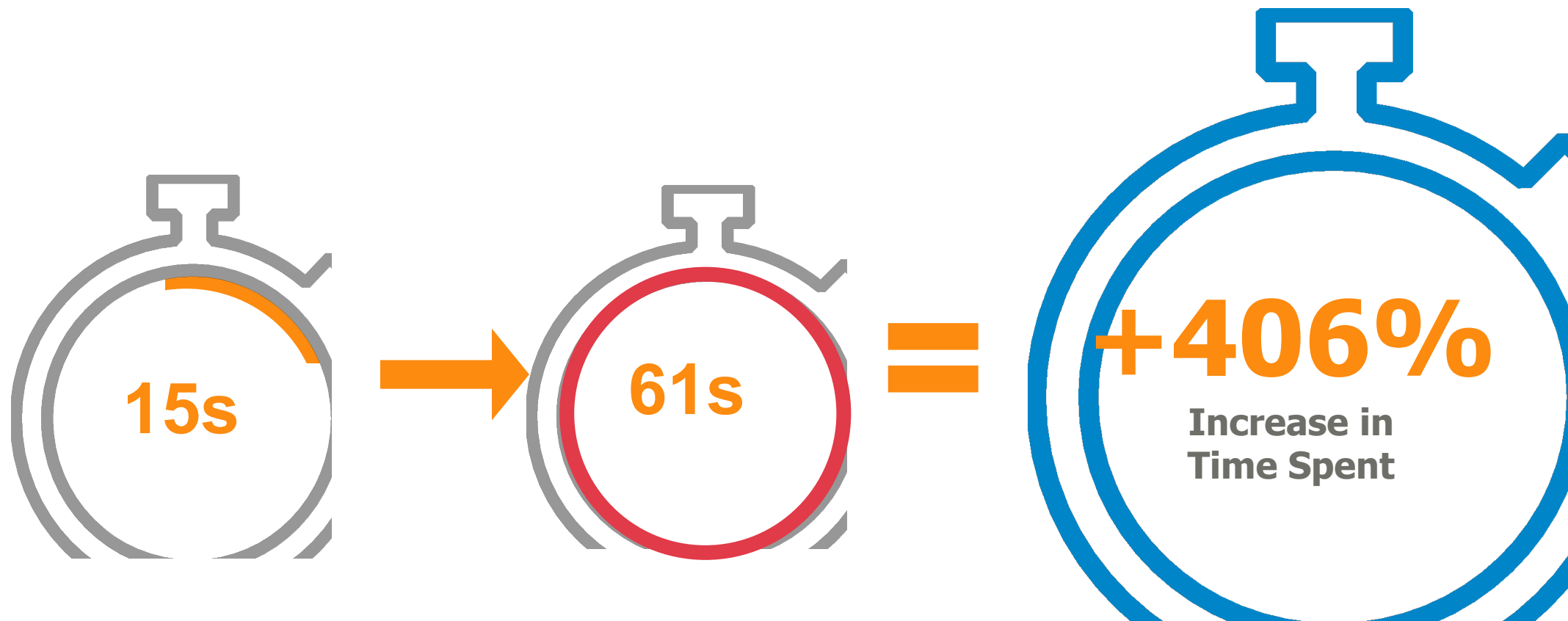
*Based on an estimated interactive CTV $30CPM
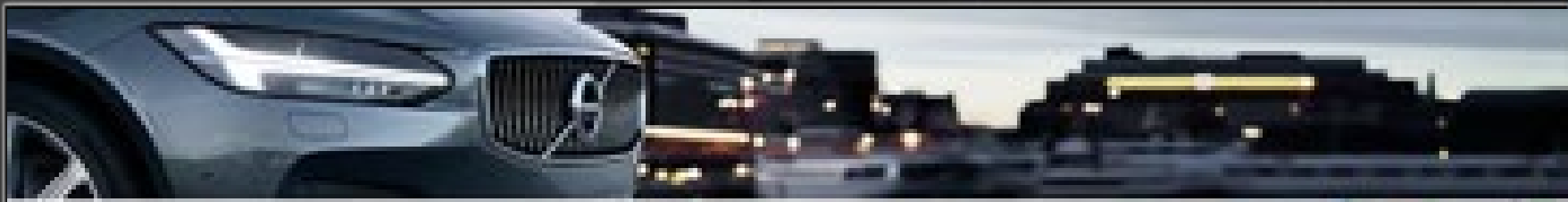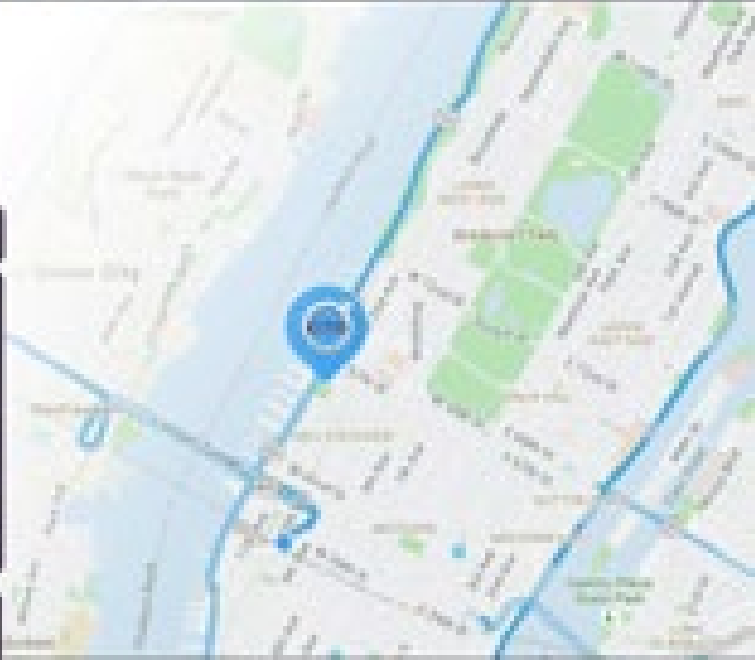
INNOVID

Thank you.

Jessica Hogue
GM of Measurement and Analytics
Innovid

INNOVID

Closing Remarks

Shailley Singh
Vice President, Product
IAB Tech Lab
@IABTechLab
@shails

GET INVOLVED!

If you'd like to get involved in future IAB Tech Lab events or any of our initiatives email us at
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