

Getting Started with Open Measurement for Web Video

Global Webinar Series:

- Tuesday, January 19 | 10am-11am IST/12:30pm-1:30pm SGT/11:30am-12:30pm WIB/3:30pm-4:30pm AEDT
- Wednesday, January 20 | 4pm-5pm EST/3pm-4pm CST/2pm-3pm MST/1pm-2pm PST
- Thursday, January 21 | 4pm-5pm CET/3pm-4pm GMT/10am-11am EST/7am-8am PST



Speakers



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Agenda

- **What is Open Measurement?**
- **OM Web Video Features**
- **Integration Overview**
- **Access Modes**
- **Domain Access Validation**
- **Certification Testing Requirements**
- **Q&A**

Our Mission

Sharing the cost,
sharing the benefits

Member-driven,
member-developed

Engage a member **community** globally to **develop**
foundational technology and standards that enable
growth and **trust** in the digital media ecosystem.

Broad availability
& utility, by design

We live this – as a neutral, transparent,
open-source, non-profit org

What is Tech Lab? You may already know...



What is Open Measurement?

The mobile app measurement landscape in 2017 had trouble with scale

- SDK development is a large undertaking
- Black box SDK integrations = troubleshooting challenges
- No SDK = reduced measured rates, accuracy, capabilities and trust
- New SDK adoption = long penetration time through SSPs and Networks
- Multiple vendors competing for supply side roadmaps
- Redundant vendor SDK = increased overhead, maintenance, footprint and risk

OM SDK Global Adoption

80+ certified Ads SDKs and apps *

verizon
media

ADCOLONY

SHAREit

SmartNews

TikTok

FREEWHEEL
A COMCAST COMPANY

The
WALT DISNEY
Company

hulu

Teads

POKKT

tvnz
OnDemand

Rakuten

smart+

نبض

Flipboard

OpenX

YAHOO!
JAPAN

adtima
Leader in mobile

SAMSUNG

Tapjoy

SPOTX

GAMELOFT

display.io

PROMOGO
Drive your brand further.

Vpon

TAmedia

NBCUniversal

SOUNDCLOUD

ogury

Supership

CJ ENM | MezzoMedia

paytm

7+

unity

9NOW

VERVE

ironSource

ADVIEW

BIGO Ads

TRANSSION

medialab.ai

INMOBI

OM SDK Adoption



DoubleVerify

OM SDK Growth Q4 2020 vs. Q4 2019

346%

Video OMID
increase from
Q4 2019 to Q4
2020

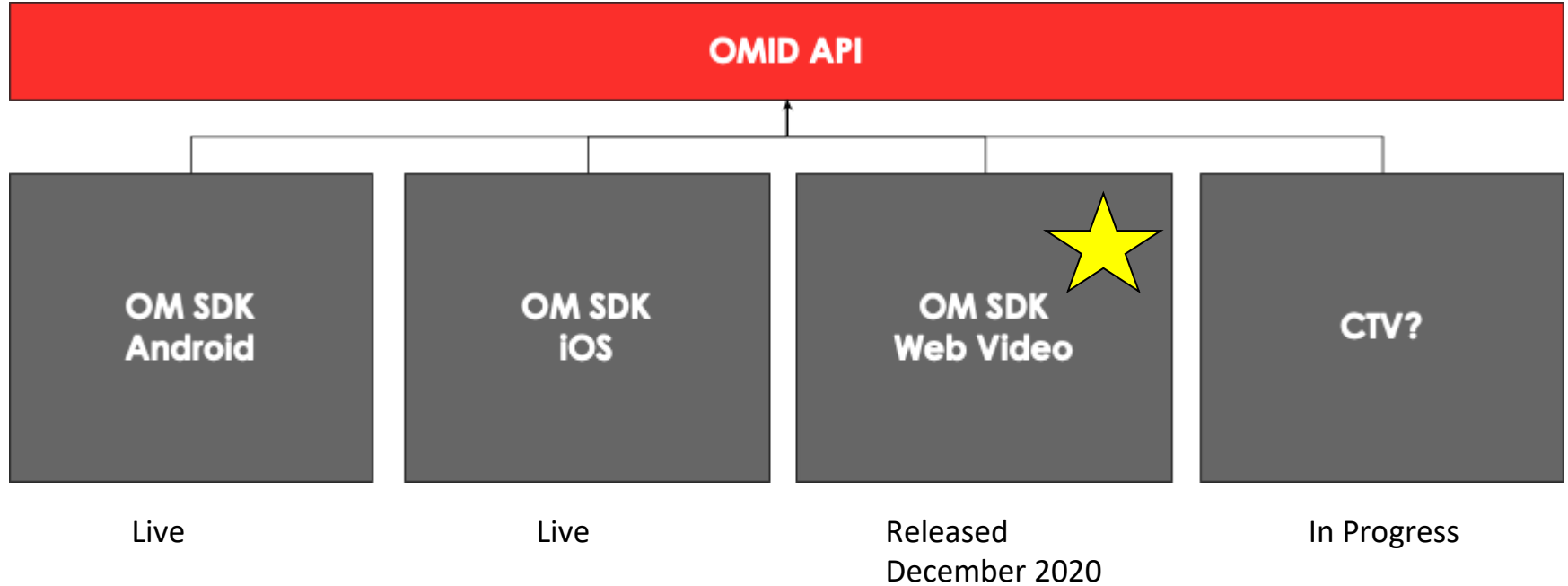
117%

Display OMID
increase from
Q4 2019 to Q4
2020

> 900K

Distinct Apps
measured with
OM SDK

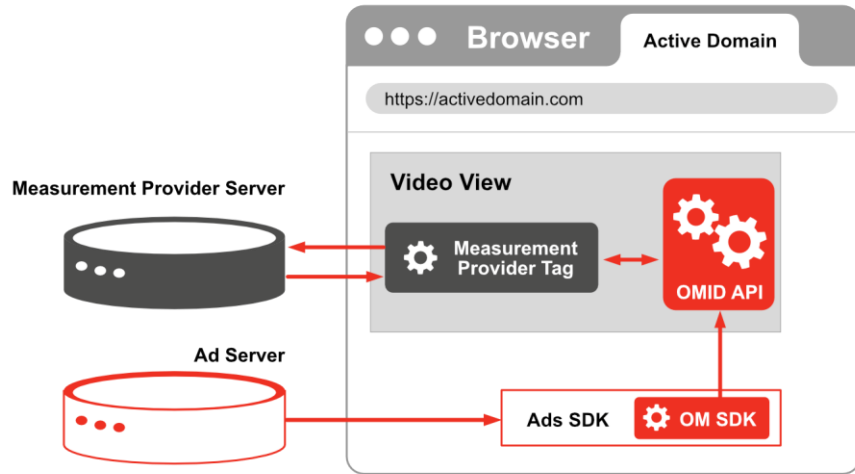
Enabling cross-screen measurement



OM Web Video Features

- Supports friendly obstructions for viewability (video player overlay controls)
- VAST and DAAST events are supported: start, pause, resume, quartiles, complete
- Player volume and device volume are supported
- Supports MRC definition 'begin to render'
- Supports declaration of the page content URL in which the ad is being show to the user
- Another step towards replacing VPAID
- Cross Screen standardization and coverage

Integration Overview



For integrators, the OM SDK is two parts:

- The OM SDK Service Script, a standalone JS binary that performs measurement and manages verification scripts.
- The OM SDK JS Session Client, a JS library integrations use to interact with the OM SDK Service Script.

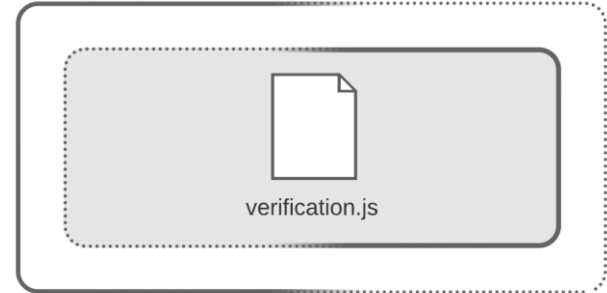
At a high-level, integrators of OM SDK for Web Video will need to do a few things differently than OM SDK for Apps:

- Specify access modes for each verification script resource
- Provide a content URL to the Context
- Specify the service's window to the AdSession
- Start and finish the AdSession

Access Modes

What are access modes?

- Determine measurement provider access
- Each access mode includes or supports sandboxing
- Content URL ensures brand safety visibility

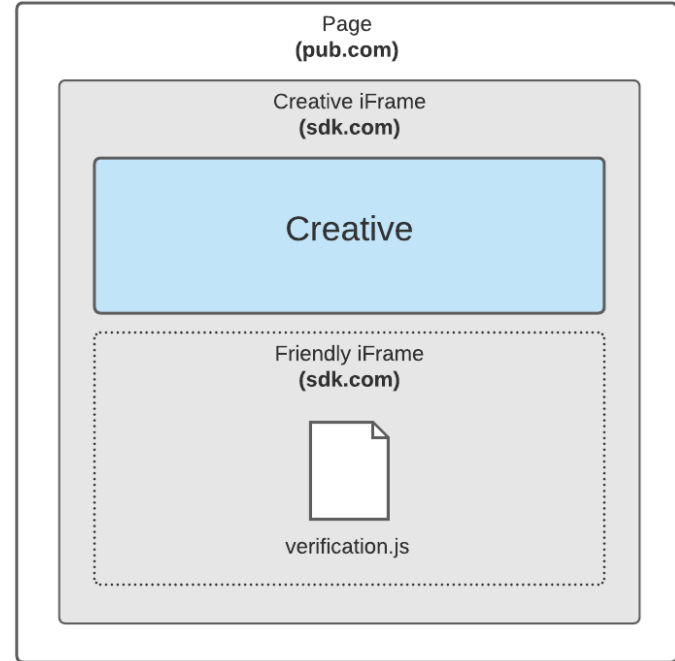


Access Modes Available in Open Measurement for Web

1. Creative Access
2. Limited Access
3. Domain Access

Creative Access

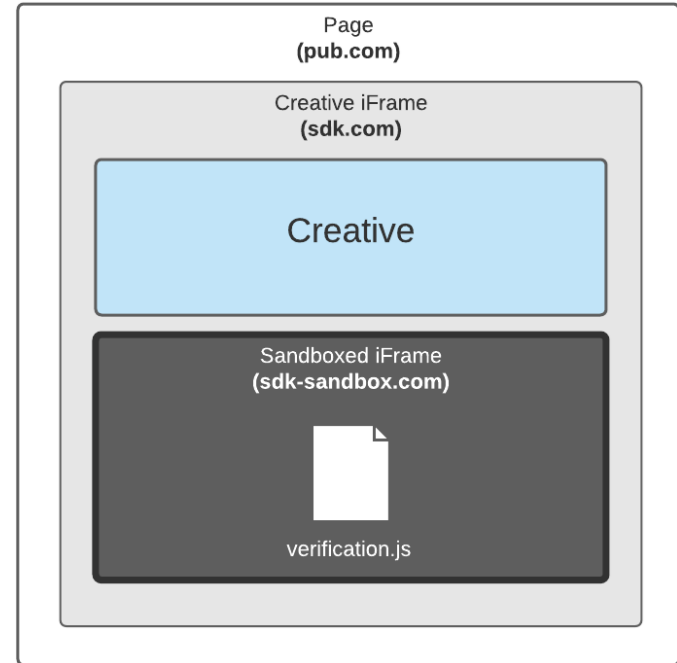
- Provides access to the creative
- Works with or without sandboxed creative
- Easiest measurement vendor validation



Limited Access

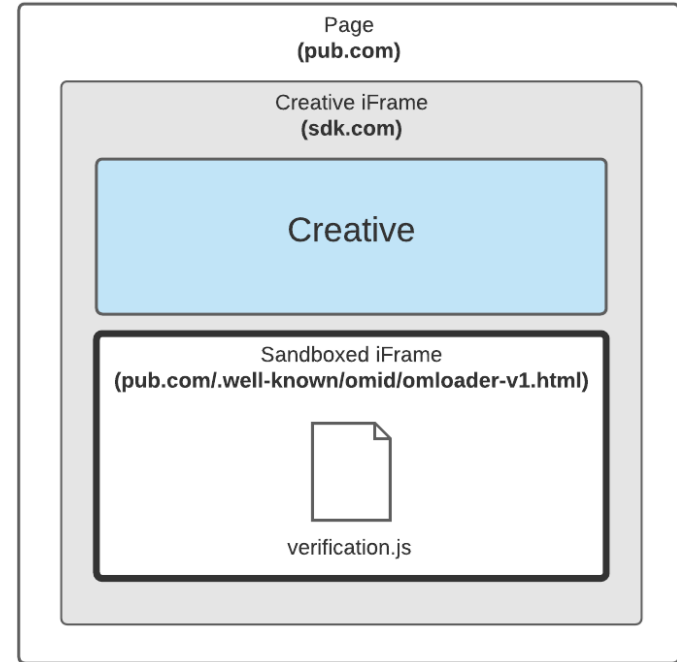
- Sandboxed and isolated
- Needs OMSDK for measurement & publisher identity
- Currently not verifiable on Web

Measurement providers **may not** consider impressions valid from Limited Access Mode



Domain Access

- Sandboxed and isolated
- Needs OMSDK for measurement
- Verification of publisher identity
- Difficult measurement vendor validation
- Has additional domain validation



Domain Access Validation

Those who select Domain Access Mode should review the IAB Domain Access Validation requirements. [Domain Access Validation Guide](#)

- What does it do?
 - Validates a publisher's implementation of Domain Access Mode
 - Verifies that an unmodified omloader file is available at:
`https://publisher.com/.well-known/omid/omloader-v1.html`
 - Verifies that headers are configured to prevent loading on other domains
 - Performed at domain/subdomain level
- Why do I need it?
 - Reduces fraud through domain spoofing
 - Helps facilitate accreditation of implementations using Domain Access

Domain Access Validation Registration



General Tools



<p>OM Web Video Domain Access Validation</p> <p>If you are integrating Open Measurement Web Video SDK and have selected domain access mode, register here for the Tech Lab Domain Access Validation service.</p> <p>Access Now</p>	<p>VAST Tag Validator</p> <p>VAST Validator to validate tag against IAB VAST version 2,3 and 4. Provide tag url or xml.</p> <p>Link to Tool</p>	<p>PrivacyChain</p> <p>Blockchain-based single ledger distributed solution for companies to track user's privacy consents across complex data supply chains.</p> <p>Go to PrivacyChain</p>
<p>AdBlock Detection Script</p> <p>A script developed to detect if the browser has active ad blocker. Click to learn more.</p> <p>More Information</p>	<p>MRAID SDK Tester</p> <p>This is an iOS and Android app to test your ads. Check out below link to learn more.</p> <p>More Information</p>	<p>ads.txt Crawler</p> <p>An example crawler for ads.txt files. Written in python; Given the list of domains, saves records to a database.</p> <p>More Information</p>

Domain Access Validation

Register the domain(s) on which you have integrated the om-loader file

Select the OM Web Video Compliance Certified partner name you use to access OM SDK

- If your partnername is not in the list, it likely means they have not completed OM Web Video compliance certification yet

The screenshot shows the iab.TECH LAB domain access validation interface. At the top left is the iab.TECH LAB logo. In the top right corner, there is a small circle containing the letter 'J'. Below the logo, there is a dark grey button with a left-pointing arrow and the text 'Back'. On the left side of the main form area, there is a blue circular button with a white plus sign. The main form area contains a table with four columns: 'Domain', 'Partner Name', 'Partner Version', and 'OMSDK Version'. The 'Domain' column has a text input field containing 'e.g- google.com'. The 'Partner Name' column has a grey button with the text 'Enter the Partner Name'. The 'Partner Version' column has a grey button with the text 'Partner Version'. The 'OMSDK Version' column has a grey button with the text 'OMSDK Version'. To the right of the table, there is a red button with the text 'Remove'. Below the table, there is a green button with the text 'Next'.

Domain	Partner Name	Partner Version	OMSDK Version
<input type="text" value="e.g- google.com"/>	<input type="text" value="Enter the Partner Name"/>	<input type="text" value="Partner Version"/>	<input type="text" value="OMSDK Version"/>

Domain Access Validation

- Annual Registration
- Weekly checks and reports the status via public API that Measurement Providers can read
 - <https://transparencycenter.iabtechlab.com/compliance/omsdk/domainaccessvalidation>

Certification Testing Requirements

How the compliance process works

Onboarding

- Signup for OM SDK Web Video Compliance
- Complete Onboarding Guide
- Provide Access Mode for certification

Share URL

- Provide URL with OM SDK enabled video player to Tech Lab
- Schedule ads that Include a Verification JS tag with OM SDK

Iterate on Feedback

- Tech Lab validates each test case
- Review results, report issues and remediate until satisfactory

Certification

- Tech Lab issues certification and verified "Seal of Approval"
- Listing on IAB Tech Lab's Compliance page

Timing is 3-4 weeks

Certification Testing Requirements

- [Compliance Guide](#) has been updated to include a section on Web Video Certification and steps needed to submit for certification
- [Test Cases](#) doc outlines Web Video specific test cases and expected results
 - Please make sure your test page with the video player integration passes all tests before submitting for compliance
 - All test cases and event signals can be verified using Charles Proxy, Fidler, or some other web proxy tool

Certification Testing Requirements

Sample Test Cases

Ad Session Starts / Ad Session Starts	type : sessionStart / type : sessionFinish
Ad Session type	adSessionType = { html }
Impression Type	[impressionType]=viewable, [impressionType]=beginToRender, etc
Partner Name / Partner Versions	[partnerName]=iabtechlab / [partnerVersion]=1.0
Ad Loaded	[supportsLoadedEvent]=true type=loaded
On Screen Geometry / Geometry Changes	onScreenGeometry : { width]=812,[height]=375,[x]=0,[y]=0,[pixels]=304500 }
Volume Changes	type=volumeChange ; [mediaPlayerVolume]=1 [deviceVolume]=.8125 ;
Video player interaction and events	firstquartile, midpoint, thirdquartile, complete, pause, resume

Contact Info

- compliance@iabtechlab.com - Compliance Program
- omsdksupport@iabtechlab.com - Technical Support

Questions?

iab.
TECH LAB