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

Saar Paamoni
VP Product Management at DoubleVerify

Jack Wellborn
Senior Staff Engineer at Integral Ad Science

John Saterfiel
Senior Software Engineer Manager at Oracle’s Moat

Nick Chavez
Senior Software Engineer at Google

Oliver von Wersch
Founder & CEO vonwersch partner Digital Strategy & Tech Lab Europe

Jarrett Wold
Director of Compliance at IAB Tech Lab

Jill Wittkopp
Director Product at IAB Tech Lab
Agenda

- What is Open Measurement?
- OM Web Video Features
- Integration Overview
- Access Modes
- Domain Access Validation
- Certification Testing Requirements
- Q&A
Engage a member community globally to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.

Member-driven, member-developed

Sharing the cost, sharing the benefits

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
What is Open Measurement?

“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

OM SDK Global Adoption

80+ certified Ads SDKs and apps *

* Representative list. Please visit https://iabtechlab.com/compliance-programs/compliant-companies/ for complete list
OM SDK Adoption

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

OMID API

OM SDK Android
Live

OM SDK iOS
Live

OM SDK Web Video
Released
December 2020

CTV?
In Progress
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
What are access modes?

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

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
Access Modes

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
Access Modes

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

OM Web Video Domain Access Validation
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.

Access Now

VAST Tag Validator
VAST Validator to validate tag against IAB VAST version 2.3 and 4. Provide tag uri or xml.

Link to Tool

PrivacyChain
Blockchain-based single ledger distributed solution for companies to track users’ privacy consents across complex data supply chains.

Go to PrivacyChain

AdBlock Detection Script
A script developed to detect if the browser has active ad blocker. Click to learn more.

More Information

MRAID SDK Tester
This is an iOS and Android app to test your ads. Check out below link to learn more.

More Information

ads.txt Crawler
An example crawler for ads.txt files. Written in python; Given the list of domains, saves records to a database.

More Information
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
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

<table>
<thead>
<tr>
<th>Test Case</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Session Starts / Ad Session Starts</td>
<td>type : sessionStart / type : sessionFinish</td>
</tr>
<tr>
<td>Ad Session type</td>
<td>adSessionType = { html }</td>
</tr>
<tr>
<td>Impression Type</td>
<td>[impressionType]=viewable, [impressionType]=beginToRender, etc</td>
</tr>
<tr>
<td>Partner Name / Partner Versions</td>
<td>[partnerName]=labtechlab / [partnerVersion]=1.0</td>
</tr>
<tr>
<td>Ad Loaded</td>
<td>[supportsLoadedEvent]=true type=loaded</td>
</tr>
<tr>
<td>Volume Changes</td>
<td>type=volumeChange ; [mediaPlayerVolume]=1 [deviceVolume]=.8125 ;</td>
</tr>
<tr>
<td>Video player interaction and events</td>
<td>firstquartile, midpoint, thirdquartile, complete, pause, resume</td>
</tr>
</tbody>
</table>
Contact Info

- [compliance@iabtechlab.com](mailto:compliance@iabtechlab.com) - Compliance Program
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Questions?