

Why CTV App Publishers should ensure they are providing Open Measurement with OM SDK



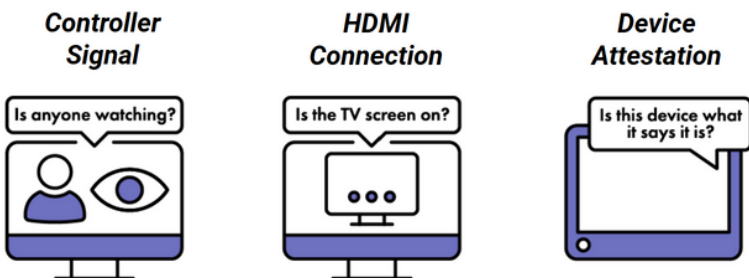
Open
Measurement
SDK

In CTV and video, advertisers are investing in premium inventory; but, according to an IAB study, 55% of marketers say Measurement is their biggest challenge. This is due to:

- Lack of standardized, cross-device measurement signals, making it difficult to compare performance and verify viewability
- Devices or apps that can misrepresent their activity or identity, leading to wasted spend and inflated metrics
- App developers facing complexity integrating multiple SDKs for each measurement provider

OM SDK solves this problem for publishers and advertisers by:

- Providing a single, standardized integration that sends **signals in support of MRC standards** to measurement providers
- Sending signals that show whether the device is on, the ad is in view, and the viewer is engaged
- Ensuring that the device claiming to serve an impression is genuine, mitigating fraud through **device attestation** using Privacy Pass



This unified approach increases advertiser confidence, simplifies app integration, and scales reliable measurement across the video and CTV ecosystem — driving growth through trusted spend, improving operational efficiency, and reducing fraud risk.

Why CTV Apps should support OM SDK

- Single OM SDK implementation replaces custom integrations with multiple verification providers
- With OM SDK you provide transparency, consistency and dependability for measurement metrics
- OM SDK enables you to sell with confidence in the authenticity of devices on which your customer's ads appear

If you are an AVOD or FAST CTV App Developer and you use the SDKs of any of our SDK Compliance certified companies, you can simply change default settings.



Learn more here!

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