VIEWABILITY WHITEPAPER

DECEMBER 2016

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This document has been originally developed by the Interactive Advertising Bureau Australia Viewability Taskforce in December 2016.

ABOUT THE IAB VIEWABILITY TASKFORCE

The IAB Australia Viewability Taskforce comprises the following 19 IAB Member companies:

carsales   comSCORE.   Fairfax Media

Google   ikon   iNSKiN

Integral Ad Science   MOAT   News Corp Australia

Nine entertainment co.   OMD   pwc   REA Group

Sizmek   Starcom   T

TubeMogul   YAHOO! 7   videology

The IAB lead on this initiative was IAB CEO Vijay Solanki. Thank you to Scott Hamilton for his project support.

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EXECUTIVE SUMMARY - 7 KEY POSITIONS ON VIEWABILITY

The IAB viewability standard is the Media Rating Council standard stating that for an impression to be viewable, a human has the opportunity to see 50% or more of a display ad's pixels for 1 continuous second or longer, or 2 seconds for video.

The IAB is committed to driving viewability
Research shows that ad viewability is one of the key variables in driving brand engagement metrics. Both buyers and sellers recognise the importance of providing inventory validation as a factor supporting digital ad effectiveness and building confidence for marketers in their online spend.

Non-viewable and non-measurable does not equal fraud
There are many reasons why some impressions may not be viewable. These include:
- The ad may be slow to load
- The user might scroll down or switch tabs causing the ad to load out of view
- The plug-in may not be supported
- The user might have downloaded an ad-blocker
- Ad size and configuration on the publisher's page

Independent measurement is an absolute necessity to measure viewability
Measurement should be with an MRC accredited vendor. There are multiple vendors who each use different methodologies to measure viewability. This, together with the fact that some buyers have adopted different definitions for measuring whether an ad is considered viewable, makes viewability challenging to scale and implement.

The IAB will work with the vendors to publish viewability benchmarks every six months
We will produce metrics across desktop and mobile devices with real industry data. Video metrics will be added in future reports. We will review the report as the technology, the measurement and the market needs evolve.

The IAB encourages publishers, agencies and clients to work together to drive continuous improvement
This includes:
- Advertisers and creative agencies providing ads that adhere to LEAN (Light Encrypted Ad choice supported Non-invasive ads) principles, are not heavy with multiple tracking scripts appended and which load quickly
- Publishers optimising their sites to continuously improve viewability performance
- Viewability vendors conforming with MRC accreditation guidelines
- Transparency and use of independent 3rd party measurement
- Collaboration with industry bodies to build economically sustainable models for increased viewability

The IAB invites the industry to think beyond viewability
The IAB recognises the importance of viewability but also recognises other variables that drive business returns. We will work with the industry to measure and communicate both models and case studies to help advertisers, agencies and publishers optimise the mix.

BACKGROUND

For more than two decades 'served impressions' have been utilised as a starting point for measuring and pricing advertising in the digital marketplace. Over that time as digital products have grown to drive revenues, CPMs for many traditional digital formats have declined. This has created some pressure for publishers to achieve greater scale to deliver the required impressions to sustain revenue growth. We have seen the evolution of digital products such as recommended articles, non-skippable pre-roll ads, page takeovers, etc.

As digital has grown and evolved, so has the need for industry education. Advertisers started to question the value and quality of served impressions for display and video and this has led to a shift from served impressions to analysed impressions.

In 2014, discussions around viewed impressions began to surface in Australia. In 2015, many agencies and publishers started tests to measure viewability and in 2016, we have seen the rollout of viewability measurement.

Meanwhile the Media Rating Councils (MRC) in the USA started to define a viewability standard in 2014 which was then adopted by the IAB, the American Association of Advertising Agencies (4As) and Association of National Advertisers (ANA).

A 2015 study by IPG Media lab, Cadreon and Integral Ad Science found that ads exceeding the MRC standard are more effective at meeting brand goals like improving recall. When examining both time and percentage of pixels the ads were in-view, ads that were above the MRC standard produced a statistically significant improvement in ad recall among internet users polled.

There's no doubt that viewability is an important measure of efficiency and IAB Australia has now put forward a clear position on viewability. However, we should also be aware that viewability, while an efficiency measure, is not necessarily a measure of effectiveness.

There are a number of variables that drive effectiveness from impact of creative through to quality of platform.

IAB Australia has set a minimum standard on viewability, but it encourages the industry to think about the broader criteria that drive effectiveness.

IAB Australia announced the viewability taskforce in October 2016 and aligned with the IAB U.S. viewability measures which were announced in 2014 and have since been refined and extended to cover video, mobile web and mobile in-app.

This document has been developed by the IAB Australia Viewability Advisory Taskforce with representatives of over 20 different media organisations (publishers, ad tech companies and media agencies).

The report also includes results from the inaugural Australian Viewability Benchmark Report commissioned by IAB Australia and produced by PwC. It is a unique report globally, aggregating data from leading accredited viewability vendors.

VIEWABILITY - A DEFINITION

"Viewability as a term is the opportunity for digital advertising to be seen by a human within a recognised minimum time frame"

- Agreed by the IAB Australia Viewability taskforce

Measuring viewability is unique to digital media, using technology to measure the target audience's opportunity to see the marketer's advertising message. Viewability provides marketers with the knowledge that their ad has been seen and, along with other data, provides information on efficiency and performance.

IAB Australia spoke about viewability in an article on Nov. 5, 2015, saying:

> *"Viewability is about the opportunity to see (OTS). It is not about engagement or ad effectiveness.*
> - *Non-measured impressions do not equal impressions that are not viewable.*
> - *Non-measured impressions do not equal fraudulent impressions.*
> - *Buyer and Seller should agree on a single measurement vendor ahead of time*
> - *If employing viewability measurement it is highly recommended that a MRC accredited vendor is used."*

The definition of a viewable impression was delivered by the MRC in 2015 and adopted by the IAB as the recognised global minimum standard.

The standard is recognised across desktop and also mobile as:
- Display has 50% of the pixels in view for 1 second.
- Display video has 50% of the pixels in view for 2 seconds.
- Large format display has 30% of the pixels in view for 1 second.

WHY IS VIEWABILITY IMPORTANT?

Research shows that ad viewability is one of the key variables in driving brand engagement metrics. Both buyers and sellers recognise the importance of providing inventory validation as a factor supporting digital ad effectiveness and building confidence for marketers in their online spend. As such, IAB Australia is committed to driving continuous improvement in viewability within the market.

Viewability is important because it is a simple measure of the ad actually, having loaded within the frame of view, to be seen by a human being. However the measure does not reflect other important variables such as the quality of the creative or the relevance of the website environment in which it is seen.

Measuring the viewability of other media.
The focus of this paper is on the viewability of digital media. It is important for an ad to be seen by a human for its creative to have an impact. It does not address the viewability of other media. The IAB calls on the industry to work together to enable a level playing field when addressing viewability measurement.

HOW DO WE MEASURE VIEWABILITY?

Independent measurement is an absolute necessity to measure viewability. Measurement should be with an MRC accredited vendor (covered later in this paper). There are multiple vendors who each use different methodologies to measure viewability. This, together with the fact that some buyers have adopted different definitions for measuring whether an ad is considered viewable, makes viewability challenging to scale and implement.

In general terms, there are two ways in which one can measure viewability:

- Page geometry – measuring the position of the ad in view of the user's screen
- Browser optimisation – tracking the speed of the page load inclusive of ads.

In line with the U.K. ABC viewability report (here) consideration is given to behaviours such as:
- Browser resizing
- Page scrolling – below the fold
- Browser moved off screen
- Opening of another browser or tab
- Opening of another application hides browser
- All vendors were tested across the following browsers:
    - Firefox windows
    - Chrome Windows
    - IE11 Windows
    - Safari OS X

VIEWABILITY ≠ AD-FRAUD

Ad fraud is a commonly used term within the market that is used to reference what the MRC and IAB describe as invalid traffic. Invalid traffic is a detailed subject of which there are many types including general and sophisticated which are discussed in more detail in the definitions section of this paper.

Its important to acknowledge that non-viewable and non-measurable impressions do not equal fraud.

There are many reasons why some impressions may not be viewable. These include:
The ad may be slow to load
- The user might scroll down or switch tabs causing the ad to load out of view
- The plug-in may not be supported
- The user might have downloaded an ad-blocker
- Ad size and configuration on the publisher's page

MARKET PERSPECTIVES ON TACKLING VIEWABILITY

Publisher perspective

As technology has improved, effective measurement of viewable impressions (along with geographic targeting, audience targeting and invalid traffic detection) has increased. This has led to increased adoption by publishers.

However, there are potential downsides for publishers which could have an impact for the broader market. For example, diminished inventory supply; higher rates through delivering higher quality and viewability not being applicable to all buy types. There are also some potential challenges in execution due to conflicting campaign key performance indicators requested by advertisers eg., requesting both 100% buy-out with 80% of those impressions being viewable. However if half the ad units aren't viewable, 100% buy-out isn't possible.

In addition, there's the risk of increased first- and third-party ad serving costs resulting from over-delivery of served impressions to meet desired viewed impression goal.

Additional challenges to consider include:
- The fact that site redesigns may prioritise ad unit placements over consumer experience to help increase viewability.

- Removing significant inventory out of the market will force publishers to increase prices to ensure a sustainable economic model.

Publishers recognise the importance of validation for advertisers as a means to increasing their confidence in their online spend. The expectation is that with increased validation the industry will see increased investment.

Agency perspective

Most agency groups are working with measurement vendors such as Moat, Sizmek, Comscore and Integral Ad Science. Often the partnerships with tech vendors include brand safety and ad fraud as well as viewability.

Agency groups have different definitions and expectations regarding viewability, however, the majority recognise the importance of an industry benchmark and the need to collectively work together to increase viewability. Most also recognise the economic model associated with increased viewability.

Trading desks are now embracing viewable impressions to enhance campaigns and are moving forwards in the buying and optimising of display advertising by measuring the effect of exposure metrics (surface of the ad exposed and impression duration) and adapting buying criteria advertiser to advertiser.

Advertiser perspective

Based on the marketers interviewed we recognise the growing importance of viewability to advertisers. Advertisers want to ensure meaningful marketing outcomes for all their media investment and they want to ensure that all ads get viewed. That applies to both digital and traditional advertising. However many advertisers acknowledge that viewability is only one of many variables that deliver great marketing outcomes.

IAB Australia perspective

The IAB encourages publishers, agencies and clients to work together to drive continuous improvement. This includes:
- Advertisers and creative agencies providing ads that adhere to LEAN principles, are not heavy with multiple tracking scripts appended and which load quickly
- Publishers optimising their sites to continuously improve viewability performance
- Viewability vendors conforming with MRC accreditation guidelines
- Transparency and use of independent third-party measurement
- Collaboration with industry bodies to build economically sustainable models for increased viewability.

MONITORING THE VENDOR MARKETPLACE: A GUIDE FOR PUBLISHERS

This process involves understanding how your sites(s) perform. It's also important to stay abreast of changes in vendor processes and MRC marketplace guidance. For example, higher file weights may be contributing to higher ad latency for certain ad units. Broadly, this can be addressed through a combination of third-party measurement, third-party serving, and ongoing reviews with vendors.

Third-Party Measurement
- Run tests with third-party viewability vendors, and compare against measurement baselines based on publisher internal reports.
- Identify gaps in vendor measurement by ad size, site and/or platform.
- Where the measurement variance is greater than acceptable levels agreed by publisher and

vendor (e.g. >10%), establish a remediation plan with the vendor to fix measurement as a precondition for certification. Publishers are not required to have a vendor certification process, as long as measurement variances by vendor(s) are known and operational risks are minimized via active vendor partnership.
- Certify a limited set of trusted vendors for third-party billing.
- If advertisers choose a vendor outside of the trusted vendor list for billing purposes, then allow for third-party vendor billing, as long as measurement is within a certain tolerance level (usually within 10%).
- Integrate with third-party vendors for better optimization of viewable campaigns (use third-party measurement to optimize), if this is an option. If you use a SSP, this may be possible through private marketplaces and their vendor integrations.

Third-Party Ad Serving
- Prior to allowing a third-party ad serving vendor to serve ads on your site, publishers need to run tests to validate the vendor can successfully serve ads on their sites.
- Measure latency against response time and render time against publisher latency guidelines, for an initial vendor certification.
- Since latency has a significant bearing on viewability, ongoing monitoring for a set period (30 to 60 days) may be necessary, prior to a final certification.

Ongoing Third-Party Vendor Review
- Measurement: Review measurement rates from different vendors and share the results with them on a regular basis (monthly or quarterly depending on revenue/impression volume). Review contractual agreements, so the vendor is aligned on measurement rates.
- Ad Serving Latency: Review latency stats with third-party ad serving vendors on a regular basis, particularly due to the impact on viewable campaigns. Review contractual agreements and adjust for SLA expectations.
- Communicate irregularities to MRC: The best way to resolve measurement issues, and ultimately improve measurement methodology and precision, is to surface issues with MRC.

VENDOR FRAMEWORK

The matrix below focusses on the four largest vendors in the Australian market as of December 2016. It highlights both similarities and differences in products and helps give some context for differences that may occur in metrics across different services. The vendors in the framework have all been accredited by the MRC and thus meet the MRC guidelines. Full technical details on each guideline can be found via the following links:
- Desktop Viewable Guidelines
- Mobile Viewable Guidelines
- Video Viewable Guidelines

It must be noted that implementation of this technology can also impact results – it is recommended that clients work closely with their chosen vendor(s) to ensure correct implementation.

Full details of all MRC accredited vendors and details of the criteria each have met can be found via the links below:
- Accredited Viewable Display Impression Measurers and Online Ad Verification Services
- Accredited Viewable Video Impression Measurers and Online Ad Verification Services

See the table on page 10 titled "Accredited Vendor Status - Dec. 2016" for more information on major vendors in Asutralia.

Updates and changes to accreditation rules and status are regularly updated on the MRC website.

Australian Viewability Benchmark Supporting Vendors

	DoubleClick by Google	comScore	Integral Ad Science	MOAT
Technology Approach	Page Geometry	Page Geometry / Browser Optimisation	Page Geometry / Browser Optimisation	Page Geometry / Browser Optimisation
What is measured?	Measurement is determined post ad creative load. Measures the ad not the container thus can be affected by rendering.	Measurement is determined post the creative loading. Measures the ad not the container thus can be affected by rendering	Measurement before or after ad load depending upon implementation	Measurement is determined post ad creative load. Measures the ad not the container thus can be affected by rendering.
Independent - Does not sell media	No	Yes	Yes	Yes
MRC viewability accredited for:				
Desktop display	Yes	Yes	Yes	Yes
Desktop Video	Yes	Yes	Yes	Yes
Mobile web display	ETA Q1 2017	Yes	Yes	Yes
Mobile web Video	Yes	Yes	Yes	Yes
In app Display	ETA Q1 2017	Yes	Yes	Yes
In App Video	Yes	Yes	Yes	Yes
Fraud				
MRC Accredited for GIVT	ETA 2017	Yes	Yes	Yes
MRC Accredited for SIVT	ETA 2017	Yes	Yes	In Process
DSPs				
DBM	Yes	No	Yes	Yes
MediaMath	Yes	No	Yes	Yes
Turn	Yes	Yes	Yes	Yes
AppNexus	Yes	Yes	Yes	Yes
TheTradeDesk	Yes	Yes	Yes	Yes
DataXu	Yes	Yes	Yes	Yes
Measurement partners				
Facebook	No	Yes	Yes	Yes
Instagram	No	Yes	Yes	Yes
YouTube	Yes	Yes	Yes	Yes
Twitter	No	No	No	Yes
Snapchat	No	No	No	Yes
Pinterest	No	No	No	Yes

WHO IS ACCREDITED TO MEASURE VIEWABILITY?

The MRC grants accreditation to industry players to measure viewability, including the ability to exclude non-human or invalid traffic. There are 15-plus in total operating in the Australian marketplace.

It is recommended that advertisers and publishers only work with accredited vendors.

Accreditation Body	Accredited Vendors
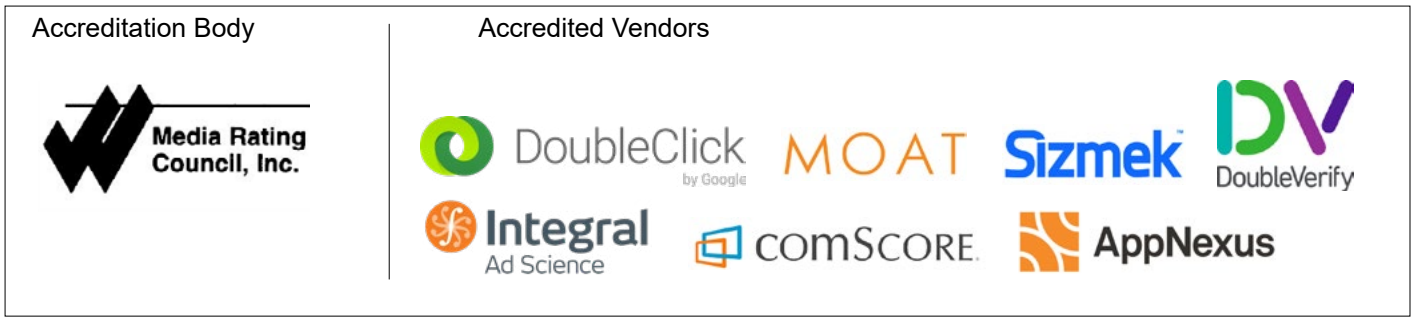
In the U.K. the Joint Industry Committee for Web Standards (JICWEB) is a body consisting of the IAB, the Audited Bureau of Circulation (ABC), media agencies, publishers and advertisers. This body has implemented an accreditation program which aims to demonstrate how each of the vendors operate in each environment.

VIEWABILITY BENCHMARKS IN AUSTRALIA - NOVEMBER 2016

IAB Australia is frequently confronted with the question "What is a good level of viewability?" by many in the industry. To this end we invested on behalf of the market to answer this question and have commissioned PwC to collect market data from key viewability vendors. This provides the market with an independent and transparent measure of average viewability in market.

This data will be published twice a year to track changes in the market. The initial benchmark data has been made possible with generous collaboration from Comscore, Integral Ad Science (IAS) and Moat. Volume data has been provided confidentially to PwC to be able to report average rates across the inventory tracked by these three leading providers.

Data from other vendors may also be added to this report in the future. Reports published by individual vendors in a variety of markets have generally shown a steady improvement in rates over time.

Again it cannot be stressed enough that viewability is one of a number of quality measures and should not be looked at in isolation.

Comscore, IAS and Moat are all accredited by the MRC as viewability vendors and meet the technical requirements set by this organisation (more details on technical differences in the vendor framework section of this paper).

Data has been segmented by the following:
- Device type – desktop and mobile
- Formats –display sizes for desktop
- Type of buy – publisher direct buys and programmatic channels such as networks & exchanges.

Video viewability rates are currently being assessed by PwC and will be included in future reports.

Mobile	% Viewable	Desktop	% Viewable	Desktop Formats	% Viewable
Total	54.3%	Total	55.2%	300x250	45.2%
Publisher Direct	55.9%	Publisher Direct	56.4%	728x90	45.8%
Programmatic	45.0%	Programmatic	44.9	300x600	71.1%
				160x600	75.8%
				970x250	55.2%

Source: IAB/PwC Viewability Benchmark Report - Nov. 2016

Findings
- Viewability rates for direct buys are significantly higher than inventory through programmatic means. It must be noted that there is a broad mix of inventory purchased through programmatic

channels and premium inventory that is purchased this way is likely to have higher viewability rates than non-premium inventory.
- Although longer ad units are showing higher average viewability rates it must be noted that differences in rates for different creative sizes are heavily influenced by site design and position on a page.
- Desktop viewability ranges between 45% and 76% for different ad formats.

BEYOND VIEWABILITY

Whilst viewability is a key measure of efficiency, the IAB recognises along with many advertisers and agencies that there are a number of variables that drive marketing effectiveness, including:
- Type of publisher (e.g., Premium site targeting women)
- Context (i.e., Fashion ad near fashion content)
- Targeting (i.e., Targeting the right audience – demographic and behavioural)
- Reach and frequency (i.e., Will the right consumer see the ad enough times to have an impact)
- Creative (quality and cut through of creative) – this is especially critical
- Format and position (i.e., The ad format/player and location on site)
- Viewability.

The taskforce have recognised the significance of creative as a key factor for driving strong marketing outcomes. We encourage all creative agencies to adopt the IAB LEAN (Light Encrypted Ad choice supported Non-invasive ads) principles which provide guidance to help build more effective creative for digital media.

KEY INDUSTRY ISSUES

Invalid traffic

Also known as non-human traffic or ad fraud, it involves the inclusion of false or benign impressions inflating delivered impressions across campaigns. Advertisers of course want their campaigns to reach humans and as such the MRC policy to remove invalid traffic prior to viewability calculations is welcomed.

Mobile

The large number of screen sizes across smartphones and tablets is a big challenge for viewability. The key challenge being how we make in-app environments measurable. Additionally, there are differences in user behaviours, connection speeds and the reliability of various carrier networks.

The Future

As each vendor and the industry evolve their offering we will start to see more robust measurement take place. Trading on viewability is in its infancy and as such, it isn't widely accepted. Individual media publishers and agencies should discuss the nature of any activity (campaign objects, creative types, etc.) to assess the role of viewability in their campaign, how any viewability objectives can be achieved and any associated impact on cost and available inventory.

Viewability is one campaign metric: It should not be used as the only metric on which to measure a campaign.

Recommendation and context

In summary, viewability is a useful measure of efficiency. As IAB Australia, we recommend the MRC as the minimum standard.

We fundamentally believe that viewability should never be looked at in isolation. Marketers should build a clear model that fits their campaign objectives, be that brand or sales outcome (see image on the right).

A Framework to Optimise Brand Campaigns

An example from Google's Marketing Team showing five variables that impact marketing outcome. *(Image courtesy of Google DoubleClick.)*

Next Steps

The IAB will explore the broader models that impact marketing outcomes. Other measures of efficiency and effectiveness will be examined. Supporting education and research will be developed and shared with the market.
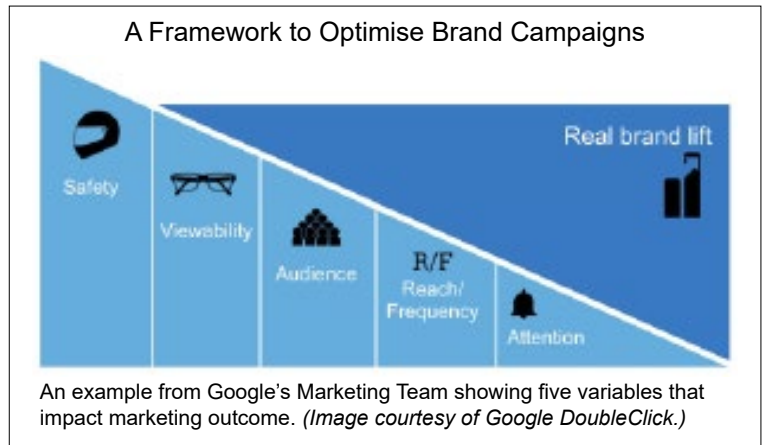
Publishers should ensure that they are making every effort to put the user experience front and centre of their business objectives. Both publishers and advertisers should always adopt IAB LEAN principles.

The IAB believes in an agile approach to policy and welcomes feedback and dialogue. We will iterate policy, standards and guidelines, as required by the market and expect evolution as the technology evolves.

We welcome and appreciate the cooperation from the vendors. We encourage them to reduce discrepancies between themselves and we will use the IAB global network to support a single industry standard. We believe that this will help the market to grow.

In Summary

- **The IAB is committed to driving viewability.**
- **Non-viewable and non-measurable does not equal fraud.**
- **Independent measurement is an absolute necessity to measure viewability.**
- **The IAB will work with the vendors to publish viewability benchmarks every six months.**
- **The IAB encourages publishers, agencies and clients to work together to drive continuous improvement.**
- **The IAB invites the industry to think beyond viewability.**

APPENDICES

Key Definitions

The IAB proposes the formal adoption of definitions across Australia. The following definitions are taken from the 3MS and MRC Viewable Ad Impression Measurement Guidelines (here).

Viewable Ad Impression (An Ad with the Opportunity to be seen): A served ad impression can be classified as a viewable impression if the ad was contained in the viewable space of the browser window, on an in-focus browser tab, based on pre-established criteria such as the percent of ad pixels within the viewable space and the length of time the ad is in the viewable space of the browser. It is recognised that an 'opportunity to see' the ad exists with a viewable ad impression, which may or may not be the case with a served ad impression.

Viewable Browser Space (Also known as Above the Fold): advertisements and content associated with each page load can appear either within or outside the viewable space of the browser on a user's screen—i.e., the part of the page within the browser that a user can see.

I-Frames – (A section of webpage where an ad server can place an Ad): The sections of a website/ webpage that display ads served from a third party ad server that limits the access of that ad server solely to the code of the page. I-Frames can be nested, essentially creating a 'chain' of serving instances from serving partners. An I-Frame associated with a placement where the ad tag is located on an HTML document loaded from a domain other than the domain of the document on which the I-Frame was rendered is called a cross-domain I-Frame.

Invalid Impressions: Impressions that do not meet certain ad serving quality or completeness criteria, or otherwise do not represent legitimate ad impressions that should be included in impression counts. Among the reasons why an ad impression may be deemed invalid as a result of non-human traffic (spiders, bots, etc.), or activity designed to produce fraudulent impressions (see definition of Fraudulent Impressions).

Fraudulent Impressions: Impressions that result from an intentionally deceptive practice designed to manipulate legitimate ad serving or measurement processes or to create fictitious activity that leads to inflated counts. All fraudulent impressions are invalid (but not all invalid impressions are fraudulent), and impressions known to be fraudulent can never be viewable impressions. Some viewable impression measurers apply additional techniques to identify suspected fraudulent impressions subsequent to IVT/SVT.

Definitions of Invalid Traffic: IVT is separated in two categories:
- General Invalid Traffic (GIVT): Includes traffic identified through routine and list-based means of filtration—such as bots, spiders, other crawlers; non-browser user agent headers; and pre-fetch or browser pre-rendered traffic.
- Sophisticated Invalid Traffic (SIVT): Includes traffic identified through advanced analytics, multipoint corroboration, human intervention—such as hijacked devices, ad tags, or creative; adware; malware; misappropriated content.

Vendor review checklist

1. Viewability and Non-Human Traffic (NHT)
- Is the viewability measurement accredited by a specialist third party – e.g. MRC, ABC?
- If the measurement is accredited has the accreditation certification been studied and understood by key stakeholders?
- Can the solution measure viewability for ads delivered in cross-domain I-Frames?
- Does the vendor provide a complete viewability number for billing with projection?
- Is NHT filtered out as part of viewability reporting in accordance with the IAB US guidelines for

viewable impression measurement?
- Is the NHT measurement accredited by a specialist third party – e.g. MRC, ABC?

2. Brand Safety and Geography
- Is the brand safety measurement accredited by a specialist third party – e.g. MRC, ABC?
- Does blocking require a fourth-party ad server, causing latency-driven discrepancies?
- How granular is the blocking capability? At the domain level? URL level?
- Is the geographic measurement accredited by a specialist third party? At what geographic level?

3. Complete Solution
- Can the solution de-duplicate ads delivered in-view and in-target with the use of a single tag?
- Does the solution provide a truly cross-platform comparable validated GRP?
- Is the solution third-party neutral? Are publishers given access to data to help manage success?
- What is the source of the demographic data? Is it truly representative?
- What demographics are available beyond age and gender?
- If a panel is used for audience calibration, how big is the panel?
- Does the solution have a built in Targeting Efficiency for benchmarking success?

4. Forecasting
Forecasting can be difficult as visibility depends on many factors, such as:
- Individual user behaviour
- The target group
- The context of the page content
- The quality of the campaign and creative.

This can lead to varied campaign results on single publishers alone.

Historical context

In the US since 2011 the IAB, 4As (American Association Of Advertising Agencies) and the ANA (Association of National Advertisers) have been working towards a viewability measurement initiative. Viewability was termed as the single greatest obstacle to industry growth.
After a USD$6M investment 3MS ([Making Measurement Make Sense](#)), was created and delivered to the market.

3MS ongoing mission is as follow:
- The overall intent of 3MS is to revolutionise the way digital media is measured, planned, and transacted across the advertising industry in order to make it a more valuable medium for everyone involved in brand advertising.
- The 3MS initiative is driven by a need across the marketing and advertising industry for clear standards-based metrics for interactive advertising that are comparable to legacy media and based on the fundamental opportunity for consumers to see online ads.
- Define, across the marketing ecosystem, clear standards-based metrics for interactive advertising that are comparable to traditional media.
- Work with the Media Rating Council (MRC) as they set and implement measurement standards.

3MS was designed to deliver collaboration and consensus on what is a viewable versus what is a served ad. The industry was crying out for a metric, which could assist cross media buying (GRPs) and demonstrate how users could be given the opportunity to see and ad.

In 2015 the MRC (media ratings council) came up with the following interpretations in 2015 determining a viewable impression as one which on desktop:
- Display has 50% of the pixels in view for 1 second
- Display video has 50% of the pixels in view for 2 seconds
- Large format display has 30% of the pixels in view for 1 second

In March 2016 the "[Improving viewability](#)" report was released with the aim of educating publishers and to provide consistency across the market. MRC was still tabled as the industry standard.

The IAB improving viewability report states that primary considerations for improving viewability are:

- Is the content or site engaging?
- Is the site designed to deliver on the industry standards (MRC)?
- What is the latency of the ad load on the site?
- Are the sites ad tech strategies and policies deliverable?

If viewability is about the Opportunity To See (OTS) and the MRC is the recognized minimum threshold – how can this be achieved?

- Sites measurement must be benchmarked utilizing internal (more expensive) or third party data over 30-60 days
- Analysis and results for partners will determine if a site redesign is required
- Ad latency – as measurement starts once the ad has rendered (loaded) this has a direct effect on the viewability of the ad, publishers need to be aware of the times by creative type, browser, vendor. These will direct next steps.
- Ad tech strategies and policies are impacted by the latency and performance of the site. They must also be aware of the market conditions and be able to evolve.