

INTRODUCTION

Measurement is central to powering the digital advertising ecosystem. Measurement systems generate metrics that are currency for buying and selling advertising. Standardized quality measurement is the basis for understanding how ads perform and if goals are met.

The current state of data is fragmented and with the impending loss of third-party cookies and identifiers, the industry faces significant measurement and attribution challenges in the areas due to:

- Inconsistent data
- Unorganized data
- Minimal standards
- Technical obstacles
- Lack of education/knowledge
- Lack of transparency
- Constant changes
- Privacy and regulation
- Too many single solutions
- No one-size-fits-all option

The IAB Programmatic+Data Center's **Measurement Maps Working Group** (formerly the Measurement & Reporting Framework Working Group) is dedicated to solving these issues by developing a series of measurement maps. IAB Measurement Maps are meant to visually represent the key elements that help derive measurement metrics to improve transparency and the quality of data. We standardized the grouping and classification of data and will align the industry on terminology, nomenclature, definitions, and data formats. IAB Measurement Maps are meant to visually represent the key elements that help derive measurement metrics, to standardize the grouping and classification of data and align the industry on terminology, nomenclature, definitions, and data formats to improve transparency and the quality of data.

The **IAB Measurement Map: Video** is the first measurement map in a series and is still under development. IAB welcomes anyone in the industry to provide any feedback and/or recommendations to data@iab.com as we continue to finalize the **IAB Measurement Map: Video**. The IAB Measurement Map Working Group will be publishing additional measurement maps that cover various aspects of the digital advertising ecosystem and these maps will be updated as they evolve. Future measurement maps the working group plans to publish are (in no particular order):

- Online audio
- Podcast
- Display/Native ads
- Paid social
- Programmatic
- CTV/OTT
- In-game
- Paid search
- Mobile web
- Mobile app
- *and more...*

WHO THIS IS INTENDED FOR

As the interactive industry continues to transform and evolve, the need to standardize measurement and attribution to improve reporting and analytics becomes more important. By establishing measurement standards, it enables organizations to draw insights, optimize campaigns, and increase revenue more effectively and efficiently. IAB calls upon the industry to adopt this terminology, these definitions, and the naming of data sets, data fields, and measurement metrics that is vital for aggregating data across multiple platforms and channels and for providing full transparency on counting and calculated methodologies. IAB's measurement maps are designed to help any organization that relies on digital advertising to generate revenue and either collect or create data for reporting and optimization decision purposes. This includes anyone who works for or with brand marketers, agencies, and publishers as well as ad tech and data measurement providers. We have identified three key types of people who will find these measurement maps valuable:

- **End Users:** Individuals or teams who use reports to make informed decisions to determine which online media channels and what tactics will yield the greatest reach and be most effective in achieving campaign goals.

Job types: Brand marketers, media planners, media buyers, strategists, sales executives, sales support

- **Data Integrators/Processors:** individuals or teams who collect, normalize and process online campaign data for analytics.

Job types: Data analysts, data scientists, ad operations, API owners, API admins

- **Technologists:** individuals or teams that are involved in the technical build and infrastructure of a reporting and/or dashboard systems.

Job types: Product leads, developers, engineers

STANDARD ADOPTION OF IAB MEASUREMENT MAPS

As new platforms, channels, and technology continue to be introduced into the advertising ecosystem, and with ongoing changes to user privacy and addressability advancing, the digital landscape will continue to be fragmented. The industry needs measurement standards that marketers, agencies, and publishers, as well as ad tech and data measurement providers can adopt to empower their organization to more effectively and efficiently aggregate, normalize, and analyze data across multiple platforms and channels to:

- Gain better transparency on event logging (counting) methodologies
- Compare performance between or across campaigns, publishers, advertisers, media placements, inventory sources, creatives, audience cohorts, and more
- Ensure that everyone is speaking the same language and minimize ambiguity

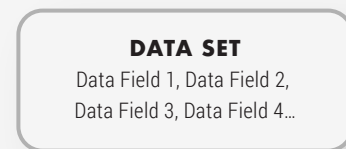
Before IAB officially releases the **IAB Measurement Map: Video**, if you have any feedback, comments, edits, or revisions please send them to data@iab.com. The IAB Measurement Map Working Group plans to release a final version in Q3 2021, along with definitions of data fields, data formats, and sources of data and metadata.

Once released, we encourage the industry to adopt the terms, definitions, and nomenclature identified to improve cross-media and cross-platform measurement and attribution.

MEASUREMENT MAP EXPLAINER

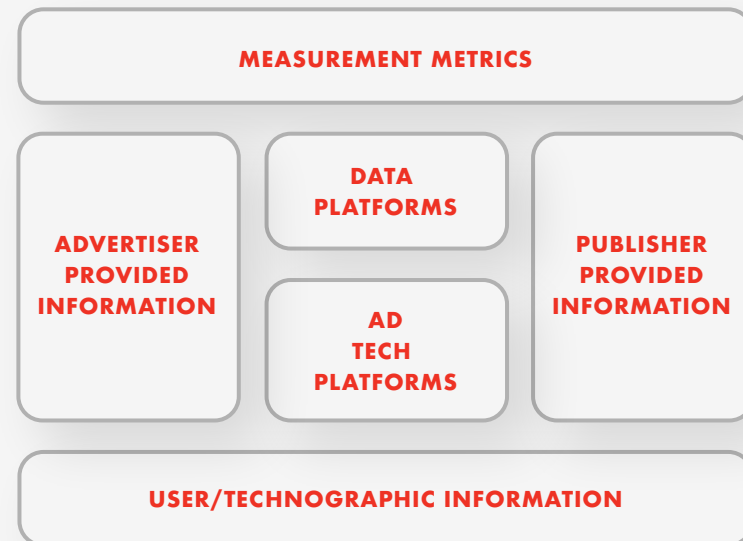
Each IAB measurement map focuses on one media channel and consists of several pages that show the flow of information from one group of data sets to other groups of data sets originating from an advertiser, publisher, or user/device and transmitted to data platforms and ad tech platforms.

Each box in the measurement map features a list of data fields (typically a specific reporting dimension, measurement metric, or control setting) that are related and relevantly grouped into a data set:



For a detailed description and definitions of each data set featured in the measurement map, **see page 10**

In the **IAB Measurement Map: Online Video** data sets are categorized and placed in the following areas:



- **Measurement metrics:** Quantitative values that are tracked, calculated, and reported to buyers and sellers to gauge the delivery and performance of an advertising campaign(s).
- **Advertiser provided information:** Information defined by the advertiser and/or their media agency which includes information about the advertiser, campaign(s), creative, and placement descriptions of where they want their ads to appear.
- **Publisher provided information:** Information defined by the publisher which includes details about the publisher, placement, and ad bundle descriptions, the context of the page(s) and/or video(s), as well as the location where advertisers' ads will appear.
- **Data platforms:** Technology solutions, systems, and platforms that help buyers and sellers create and manage audience records from various data sources. The platforms can combine an organization's offline and online data to create specific audience segments or cohorts for ad targeting, retargeting, prospecting, and/or creating look-alike audiences. They can also track campaign data and integrate with ad tech platforms to buy ads, control frequency, measure audience cohort performance, and analyze consumers' journey. The most popular types of data platforms are data lakes, data warehouses, CRM tools, customer data platforms (CDPs), and data management platforms (DMPs).
- **Adtech platforms:** Technology solutions, systems, and platforms that help buyers and sellers to serve, deliver, and measure ads. Publishers, brand marketers, and media agencies can either own and operate these technology platforms, or license through a third-party vendor relationship. Buyers and sellers define where, when, and how many ads can be served for an advertiser. The most popular types of adtech platforms are ad servers, DSPs, supply-side platforms (SSPs), ad verification tools, ad exchanges, and agency trade desks.
- **User/Device information:** Information derived about a (consented) user and their device for measurement and targeting purposes.

Each page will depict the flow of information from several data sets of one area of the measurement map to various other data sets throughout the rest of the other areas of the map.





MEASUREMENT METRICS

CONVERSIONS

Sales (#, %, \$)
Leads (#, %, \$)
Sign Ups / Registration (#, %, \$)
Site Activity(s) (#, %, \$)

CLICK ACTIVITY

Requested Clicks (#, %, \$)
Rendered Clicks (#, %, \$)

AD ENGAGEMENT

Expanded Ads (#, %)
Average Time Spent (hh:mm:ss)
QR Code Scans (#, %)
Submissions (#, %, \$)
File Downloads (#, %, \$)

VIDEO EVENTS

Starts/Plays (#, %, \$)
Replays (#, %, \$)
25% Quartile Completes (#, %, \$)
50% Quartile Completes (#, %, \$)
75% Quartile Completes (#, %, \$)
100% Quartile Completes (#, %, R)
Pause/Stops (#, %, \$)

AD DELIVERY

Bid Request Impressions (#, \$)
Ad Requested Impressions (#, \$)
Bid Awarded Impressions (#, \$)
Rendering Impressions (#, \$)
Rendered Impressions (#, \$)
Frequency (#)

VIEWABILITY

Eligible Viewable Impressions (#, %, \$)
Measured Viewable Impressions (#, %, \$)
Rendered Viewable Impressions (#, %, \$)

IVT FRAUD

Human Impressions (#, %, \$)
Non-Human Impressions (#, %, \$)
Unknown Impressions (#, %, \$)

AUDIENCE SIZING (DEVICE, ENVIRONMENT)

Unique Households (#, \$, %)
Unique Reach (#, \$, %)
Duplicated Reach (#, %)
Unduplicated Reach (#, %)



ADVERTISER CONTROLLED INFORMATION

ADVERTISER INFORMATION

Advertiser Holding Company (string, ID, registry)
Advertiser / Brand Name (string, ID, registry)
Advertiser Type (string, ID, registry)
Advertiser Domain (string, ID, registry)
Product Name (string, ID, registry)
Product Type (string, ID, registry)

CAMPAIGN DETAILS

Campaign Name (string, ID, registry) • Campaign Type (string, ID, registry)
Campaign Flight (mm/dd/yy) • Campaign Goal (string)
Campaign Budget (\$)

CREATIVE ASSET DETAILS

Creative File Name (string, ID) • Creative File Type (string)
Universal Ad ID (AD-ID, Clock#) • Creative Format (string)
Creative Time Length (string) • Click URL (string)

PLACEMENT DETAILS

Platform / Publisher Holding Company (string, ID, registry)
Platform / Publisher Property (string, ID, registry)
Platform / Publisher Property Type (string, ID, registry)
Platform / Publisher Type (string, ID, registry)
Ad Package (string, ID) • Ad Package Type (string, ID)
Placement Name (string, ID) • Placement Type (string)
Placement Size (string)



DATA PLATFORMS

AUDIENCE

Data Company Name (string, ID) • Audience Recency • Data Source (string, ID) • Audience Frequency
Data Source Type (string Platform Integration Partner(s) • Audience Cohort Name (string, ID)
Audience Cohort Category (string, ID) • Audience Cohort Type (string))



AD TECH PLATFORMS

TARGETING SETTINGS

Targeting Strategy (string) • Target Audience (string, \$)
Frequency Cap (#) • Targeting Parameters (string)

VERIFICATION SETTINGS

Inclusion List (string) • Fraud Type (string)
Exclusion List (string) • Quality Score (#)
Risk Level (string) • Verification Rules (string)

DELIVERY INSTRUCTIONS

Placement Assignments • Creative Assignments
Placement Flighting • Creative Flighting
Placement Priority Settings • Creative Priority Settings
Placement Cost Rate (\$) • Creative Rotation
Placement Cost Rate Type (#) • Frequency Cap Settings
Placement Max Units (#) • Creative Status
Placement Status • Companion Ad Assignment

VIEWABILITY SETTINGS

Viewable Pixel Requirement (#, %)
Viewable Time Requirement (ss)

TIME CAPTURE

Timestamp (yy:mm:dd:hh:ss)
Timezone (-/+ UTC)

VIDEO PLAYER INFORMATION

Player Name (string) • VAST Version
Player Type (string) • Server Side System
Player Size (string) • Auto-Play On/Off
Min Ad Duration (mm:ss) • Auto-Audio On/Off
Max Ad Duration (mm:ss) • Skippable Ads Settings
Min # of Ads (#) • Transcoding Requirements
Max # of Ads (#) • SSL Requirements
Max File Size Requirement (#)

OTHER

OBA Compliance Settings
SSL Settings



PUBLISHER CONTROLLED INFORMATION

PUBLISHER INFORMATION

Publisher Holding Company (string, ID, registry)
Publisher Property (string, ID, registry)
Publisher Property Type (string, ID, registry)
Publisher Type (string, ID, registry)

PLACEMENT DETAILS

Placement Name (string, ID) • Placement Size (string)
Placement Type (string) • Page URL (string)
Channel / Section / Page (string)

PLACEMENT CONTEXT INFORMATION

Content Category (string, ID) • Content Type (string, ID)
Keyword (string) • Content Genre (string, ID)
Content Rating (string) • Language (string)

AD POSITIONING

Pre / Mid / Post Roll (string) • Above/Below The Fold (string)
Position Type (string)



USER/DEVICE INFORMATION

USER (CONSENTED)

User Record (string, ID) • Household (string, ID)
Cross Device (string, ID)

TECHNOGRAPHIC INFORMATION

User Device Agent (string) • Software Type (string) • Operating System (string)
Screen Resolution (string) • Device/ Hardware Type (string) • Software Name (string)
Firmware Version (string) • Screen Size (string) • Device/Hardware Name (string) • Connection Type (string)

LOCATION & TIME

IP Address (string) • Country (string) • Time (dhh:mm:ss)
Lat/Long (string) • Region / State (string) • Timezone (-/+ UTC)
DMA / City Zip Code (string)

DATA SETS



MEASUREMENT METRICS

CONVERSIONS

Sales (#, %, \$)
Leads (#, %, \$)
Sign Ups / Registration (#, %, \$)
Site Activity(s) (#, %, \$)

CLICK ACTIVITY

Requested Clicks (#, %, \$)
Rendered Clicks (#, %, \$)

AD ENGAGEMENT

Expanded Ads (#, %)
Average Time Spent (hh:mm:ss)
QR Code Scans (#, %)
Submissions (#, %, \$)
File Downloads (#, %, \$)

VIDEO EVENTS

Starts/Plays (#, %, \$)
Replays (#, %, \$)
25% Quartile Completes (#, %, \$)
50% Quartile Completes (#, %, \$)
75% Quartile Completes (#, %, \$)
100% Quartile Completes (#, %, R)
Pause/Stops (#, %, \$)

AD DELIVERY

Bid Request Impressions (#, \$)
Ad Requested Impressions (#, \$)
Bid Awarded Impressions (#, \$)
Rendering Impressions (#, \$)
Rendered Impressions (#, \$)
Frequency (#)

VIEWABILITY

Eligible Viewable Impressions (#, %, \$)
Measured Viewable Impressions (#, %, \$)
Rendered Viewable Impressions (#, %, \$)

IVT FRAUD

Human Impressions (#, %, \$)
Non-Human Impressions (#, %, \$)
Unknown Impressions (#, %, \$)

AUDIENCE SIZING (DEVICE, ENVIRONMENT)

Unique Households (#, \$, %)
Unique Reach (#, \$, %)
Duplicated Reach (#, %)
Unduplicated Reach (#, %)



ADVERTISER CONTROLLED INFORMATION

ADVERTISER INFORMATION

Advertiser Holding Company (string, ID, registry)
Advertiser / Brand Name (string, ID, registry)
Advertiser Type (string, ID, registry)
Advertiser Domain (string, ID, registry)
Product Name (string, ID, registry)
Product Type (string, ID, registry)

CAMPAIGN DETAILS

Campaign Name (string, ID, registry) • Campaign Type (string, ID, registry)
Campaign Flight (mm/dd/yy) • Campaign Goal (string)
Campaign Budget (\$)

CREATIVE ASSET DETAILS

Creative File Name (string, ID) • Creative File Type (string)
Universal Ad ID (AD-ID, Clock#) • Creative Format (string)
Creative Time Length (string) • Click URL (string)

PLACEMENT DETAILS

Platform / Publisher Holding Company (string, ID, registry)
Platform / Publisher Property (string, ID, registry)
Platform / Publisher Property Type (string, ID, registry)
Platform / Publisher Type (string, ID, registry)
Ad Package (string, ID) • Ad Package Type (string, ID)
Placement Name (string, ID) • Placement Type (string)
Placement Size (string)

SECURED

USER (CONSENTED)

User Record (string, ID) • Household (string, ID)
Cross Device (string, ID)



DATA PLATFORMS

AUDIENCE

Data Company Name (string, ID) • Audience Recency • Data Source (string, ID) • Audience Frequency
Data Source Type (string Platform Integration Partner(s) • Audience Cohort Name (string, ID)
Audience Cohort Category (string, ID) • Audience Cohort Type (string))



AD TECH PLATFORMS

TARGETING SETTINGS

Targeting Strategy (string) • Target Audience (string, \$)
Frequency Cap (#) • Targeting Parameters (string)

VERIFICATION SETTINGS

Inclusion List (string) • Fraud Type (string)
Exclusion List (string) • Quality Score (#)
Risk Level (string) • Verification Rules (string)

DELIVERY INSTRUCTIONS

Placement Assignments • Creative Assignments
Placement Flighting • Creative Flighting
Placement Priority Settings • Creative Priority Settings
Placement Cost Rate (\$) • Creative Rotation
Placement Cost Rate Type (#) • Frequency Cap Settings
Placement Max Units (#) • Creative Status
Placement Status • Companion Ad Assignment

VIEWABILITY SETTINGS

Viewable Pixel Requirement (#, %)
Viewable Time Requirement (ss)

TIME CAPTURE

Timestamp (yy:mm:dd:hh:ss)
Timezone (-/+ UTC)

VIDEO PLAYER INFORMATION

Player Name (string) • VAST Version
Player Type (string) • Server Side System
Player Size (string) • Auto-Play On/Off
Min Ad Duration (mm:ss) • Auto-Audio On/Off
Max Ad Duration (mm:ss) • Skippable Ads Settings
Min # of Ads (#) • Transcoding Requirements
Max # of Ads (#) • SSL Requirements
Max File Size Requirement (#)

OTHER

OBA Compliance Settings
SSL Settings



USER/DEVICE INFORMATION

TECHNOGRAPHIC INFORMATION

User Device Agent (string) • Software Type (string) • Operating System (string)
Screen Resolution (string) • Device/ Hardware Type (string) • Software Name (string)
Firmware Version (string) • Screen Size (string) • Device/Hardware Name (string) • Connection Type (string)



PUBLISHER CONTROLLED INFORMATION

PUBLISHER INFORMATION

Publisher Holding Company (string, ID, registry)
Publisher Property (string, ID, registry)
Publisher Property Type (string, ID, registry)
Publisher Type (string, ID, registry)

PLACEMENT DETAILS

Placement Name (string, ID) • Placement Size (string)
Placement Type (string) • Page URL (string)
Channel / Section / Page (string)

PLACEMENT CONTEXT INFORMATION

Content Category (string, ID) • Content Type (string, ID)
Keyword (string) • Content Genre (string, ID)
Content Rating (string) • Language (string)

AD POSITIONING

Pre / Mid / Post Roll (string) • Above/Below The Fold (string)
Position Type (string)

LOCATION & TIME

IP Address (string) • Country (string) • Time (dhh:mm:ss)
Lat/Long (string) • Region / State (string) • Timezone (-/+ UTC)
DMA / City Zip Code (string)

DATA SETS



MEASUREMENT METRICS

CONVERSIONS
 Sales (#, %, \$)
 Leads (#, %, \$)
 Sign Ups / Registration (#, %, \$)
 Site Activity(s) (#, %, \$)

CLICK ACTIVITY
 Requested Clicks (#, %, \$)
 Rendered Clicks (#, %, \$)

AD ENGAGEMENT
 Expanded Ads (#, %)
 Average Time Spent (hh:mm:ss)
 QR Code Scans (#, %)
 Submissions (#, %, \$)
 File Downloads (#, %, \$)

VIDEO EVENTS
 Starts/Plays (#, %, \$)
 Replays (#, %, \$)
 25% Quartile Completes (#, %, \$)
 50% Quartile Completes (#, %, \$)
 75% Quartile Completes (#, %, \$)
 100% Quartile Completes (#, %, R)
 Pause/Stops (#, %, \$)

AD DELIVERY
 Bid Request Impressions (#, \$)
 Ad Requested Impressions (#, \$)
 Bid Awarded Impressions (#, \$)
 Rendering Impressions (#, \$)
 Rendered Impressions (#, \$)
 Frequency (#)

VIEWABILITY
 Eligible Viewable Impressions (#, %, \$)
 Measured Viewable Impressions (#, %, \$)
 Rendered Viewable Impressions (#, %, \$)

IVT FRAUD
 Human Impressions (#, %, \$)
 Non-Human Impressions (#, %, \$)
 Unknown Impressions (#, %, \$)

AUDIENCE SIZING (DEVICE, ENVIRONMENT)
 Unique Households (#, \$, %)
 Unique Reach (#, \$, %)
 Duplicated Reach (#, %)
 Unduplicated Reach (#, %)

ADVERTISER CONTROLLED INFORMATION

ADVERTISER INFORMATION
 Advertiser Holding Company (string, ID, registry)
 Advertiser / Brand Name (string, ID, registry)
 Advertiser Type (string, ID, registry)
 Advertiser Domain (string, ID, registry)
 Product Name (string, ID, registry)
 Product Type (string, ID, registry)

CAMPAIGN DETAILS
 Campaign Name (string, ID, registry) • Campaign Type (string, ID, registry)
 Campaign Flight (mm/dd/yy) • Campaign Goal (string)
 Campaign Budget (\$)

CREATIVE ASSET DETAILS
 Creative File Name (string, ID) • Creative File Type (string)
 Universal Ad ID (AD-ID, Clock#) • Creative Format (string)
 Creative Time Length (string) • Click URL (string)

PLACEMENT DETAILS
 Platform / Publisher Holding Company (string, ID, registry)
 Platform / Publisher Property (string, ID, registry)
 Platform / Publisher Property Type (string, ID, registry)
 Platform / Publisher Type (string, ID, registry)
 Ad Package (string, ID) • Ad Package Type (string)
 Placement Name (string, ID) • Placement Type (string)
 Placement Size (string)



DATA PLATFORMS

AUDIENCE
 Data Company Name (string, ID) • Audience Recency • Data Source (string, ID) • Audience Frequency
 Data Source Type (string Platform Integration Partner(s) • Audience Cohort Name (string, ID)
 Audience Cohort Category (string, ID) • Audience Cohort Type (string))



AD TECH PLATFORMS

TARGETING SETTINGS
 Targeting Strategy (string) • Target Audience (string, \$)
 Frequency Cap (#) • Targeting Parameters (string)

VERIFICATION SETTINGS
 Inclusion List (string) • Fraud Type (string)
 Exclusion List (string) • Quality Score (#)
 Risk Level (string) • Verification Rules (string)

DELIVERY INSTRUCTIONS
 Placement Assignments • Creative Assignments
 Placement Flighting • Creative Flighting
 Placement Priority Settings • Creative Priority Settings
 Placement Cost Rate (\$) • Creative Rotation
 Placement Cost Rate Type (#) • Frequency Cap Settings
 Placement Max Units (#) • Creative Status
 Placement Status • Companion Ad Assignment

VIEWABILITY SETTINGS
 Viewable Pixel Requirement (#, %)
 Viewable Time Requirement (ss)

VIDEO PLAYER INFORMATION
 Player Name (string) • VAST Version
 Player Type (string) • Server Side System
 Player Size (string) • Auto-Play On/Off
 Min Ad Duration (mm:ss) • Auto-Audio On/Off
 Max Ad Duration (mm:ss) • Skippable Ads Settings
 Min # of Ads (#) • Transcoding Requirements
 Max # of Ads (#) • SSL Requirements
 Max File Size Requirement (#)

TIME CAPTURE
 Timestamp (yy:mm:dd:hh:ss)
 Timezone (-/+ UTC)

OTHER
 OBA Compliance Settings
 SSL Settings



PUBLISHER CONTROLLED INFORMATION

PUBLISHER INFORMATION
 Publisher Holding Company (string, ID, registry)
 Publisher Property (string, ID, registry)
 Publisher Property Type (string, ID, registry)
 Publisher Type (string, ID, registry)

PLACEMENT DETAILS
 Placement Name (string, ID) • Placement Size (string)
 Placement Type (string) • Page URL (string)
 Channel / Section / Page (string)

PLACEMENT CONTEXT INFORMATION
 Content Category (string, ID) • Content Type (string, ID)
 Keyword (string) • Content Genre (string, ID)
 Content Rating (string) • Language (string)

AD POSITIONING
 Pre / Mid / Post Roll (string) • Above/Below The Fold (string)
 Position Type (string)

LOCATION & TIME
 IP Address (string) • Country (string) • Time (dhh:mm:ss)
 Lat/Long (string) • Region / State (string) • Timezone (-/+ UTC)
 DMA / City Zip Code (string)



USER/DEVICE INFORMATION

USER (CONSENTED)
 User Record (string, ID) • Household (string, ID)
 Cross Device (string, ID)

TECHNOGRAPHIC INFORMATION
 User Device Agent (string) • Software Type (string) • Operating System (string)
 Screen Resolution (string) • Device/ Hardware Type (string) • Software Name (string)
 Firmware Version (string) • Screen Size (string) • Device/Hardware Name (string) • Connection Type (string)

DATA SETS



MEASUREMENT METRICS

CONVERSIONS

Sales (#, %, \$)
Leads (#, %, \$)
Sign Ups / Registration (#, %, \$)
Site Activity(s) (#, %, \$)

CLICK ACTIVITY

Requested Clicks (#, %, \$)
Rendered Clicks (#, %, \$)

AD ENGAGEMENT

Expanded Ads (#, %)
Average Time Spent (hh:mm:ss)
QR Code Scans (#, %)
Submissions (#, %, \$)
File Downloads (#, %, \$)

VIDEO EVENTS

Starts/Plays (#, %, \$)
Replays (#, %, \$)
25% Quartile Completes (#, %, \$)
50% Quartile Completes (#, %, \$)
75% Quartile Completes (#, %, \$)
100% Quartile Completes (#, %, R)
Pause/Stops (#, %, \$)

AD DELIVERY

Bid Request Impressions (#, \$)
Ad Requested Impressions (#, \$)
Bid Awarded Impressions (#, \$)
Rendering Impressions (#, \$)
Rendered Impressions (#, \$)
Frequency (#)

VIEWABILITY

Eligible Viewable Impressions (#, %, \$)
Measured Viewable Impressions (#, %, \$)
Rendered Viewable Impressions (#, %, \$)

IVT FRAUD

Human Impressions (#, %, \$)
Non-Human Impressions (#, %, \$)
Unknown Impressions (#, %, \$)

AUDIENCE SIZING (DEVICE, ENVIRONMENT)

Unique Households (#, \$, %)
Unique Reach (#, \$, %)
Duplicated Reach (#, %)
Unduplicated Reach (#, %)



ADVERTISER CONTROLLED INFORMATION

ADVERTISER INFORMATION

Advertiser Holding Company (string, ID, registry)
Advertiser / Brand Name (string, ID, registry)
Advertiser Type (string, ID, registry)
Advertiser Domain (string, ID, registry)
Product Name (string, ID, registry)
Product Type (string, ID, registry)

CAMPAIGN DETAILS

Campaign Name (string, ID, registry) • Campaign Type (string, ID, registry)
Campaign Flight (mm/dd/yy) • Campaign Goal (string)
Campaign Budget (\$)

CREATIVE ASSET DETAILS

Creative File Name (string, ID) • Creative File Type (string)
Universal Ad ID (AD-ID, Clock#) • Creative Format (string)
Creative Time Length (string) • Click URL (string)

PLACEMENT DETAILS

Platform / Publisher Holding Company (string, ID, registry)
Platform / Publisher Property (string, ID, registry)
Platform / Publisher Property Type (string, ID, registry)
Platform / Publisher Type (string, ID, registry)
Ad Package (string, ID) • Ad Package Type (string, ID)
Placement Name (string, ID) • Placement Type (string)
Placement Size (string)

USER (CONSENTED)

User Record (string, ID) • Household (string, ID)
Cross Device (string, ID)



DATA PLATFORMS

AUDIENCE

Data Company Name (string, ID) • Audience Recency • Data Source (string, ID) • Audience Frequency
Data Source Type (string Platform Integration Partner(s) • Audience Cohort Name (string, ID)
Audience Cohort Category (string, ID) • Audience Cohort Type (string))

SECURED



AD TECH PLATFORMS

TARGETING SETTINGS

Targeting Strategy (string) • Target Audience (string, \$)
Frequency Cap (#) • Targeting Parameters (string)

VERIFICATION SETTINGS

Inclusion List (string) • Fraud Type (string)
Exclusion List (string) • Quality Score (#)
Risk Level (string) • Verification Rules (string)

DELIVERY INSTRUCTIONS

Placement Assignments • Creative Assignments
Placement Flighting • Creative Flighting
Placement Priority Settings • Creative Priority Settings
Placement Cost Rate (\$) • Creative Rotation
Placement Cost Rate Type (#) • Frequency Cap Settings
Placement Max Units (#) • Creative Status
Placement Status • Companion Ad Assignment

VIEWABILITY SETTINGS

Viewable Pixel Requirement (#, %)
Viewable Time Requirement (ss)

TIME CAPTURE

Timestamp (yy:mm:dd:hh:ss)
Timezone (-/+ UTC)

VIDEO PLAYER INFORMATION

Player Name (string) • VAST Version
Player Type (string) • Server Side System
Player Size (string) • Auto-Play On/Off
Min Ad Duration (mm:ss) • Auto-Audio On/Off
Max Ad Duration (mm:ss) • Skippable Ads Settings
Min # of Ads (#) • Transcoding Requirements
Max # of Ads (#) • SSL Requirements
Max File Size Requirement (#)

OTHER

OBA Compliance Settings
SSL Settings



PUBLISHER CONTROLLED INFORMATION

PUBLISHER INFORMATION

Publisher Holding Company (string, ID, registry)
Publisher Property (string, ID, registry)
Publisher Property Type (string, ID, registry)
Publisher Type (string, ID, registry)

PLACEMENT DETAILS

Placement Name (string, ID) • Placement Size (string)
Placement Type (string) • Page URL (string)
Channel / Section / Page (string)

PLACEMENT CONTEXT INFORMATION

Content Category (string, ID) • Content Type (string, ID)
Keyword (string) • Content Genre (string, ID)
Content Rating (string) • Language (string)

AD POSITIONING

Pre / Mid / Post Roll (string) • Above/Below The Fold (string)
Position Type (string)



USER/DEVICE INFORMATION

TECHNOGRAPHIC INFORMATION

User Device Agent (string) • Software Type (string) • Operating System (string)
Screen Resolution (string) • Device/ Hardware Type (string) • Software Name (string)
Firmware Version (string) • Screen Size (string) • Device/Hardware Name (string) • Connection Type (string)

LOCATION & TIME

IP Address (string) • Country (string) • Time (dhh:mm:ss)
Lat/Long (string) • Region / State (string) • Timezone (-/+ UTC)
DMA / City Zip Code (string)

DATA SETS



MEASUREMENT METRICS

CONVERSIONS

Sales (#, %, \$)
Leads (#, %, \$)
Sign Ups / Registration (#, %, \$)
Site Activity(s) (#, %, \$)

CLICK ACTIVITY

Requested Clicks (#, %, \$)
Rendered Clicks (#, %, \$)

AD ENGAGEMENT

Expanded Ads (#, %)
Average Time Spent (hh:mm:ss)
QR Code Scans (#, %)
Submissions (#, %, \$)
File Downloads (#, %, \$)

VIDEO EVENTS

Starts/Plays (#, %, \$)
Replays (#, %, \$)
25% Quartile Completes (#, %, \$)
50% Quartile Completes (#, %, \$)
75% Quartile Completes (#, %, \$)
100% Quartile Completes (#, %, R)
Pause/Stops (#, %, \$)

AD DELIVERY

Bid Request Impressions (#, \$)
Ad Requested Impressions (#, \$)
Bid Awarded Impressions (#, \$)
Rendering Impressions (#, \$)
Rendered Impressions (#, \$)
Frequency (#)

VIEWABILITY

Eligible Viewable Impressions (#, %, \$)
Measured Viewable Impressions (#, %, \$)
Rendered Viewable Impressions (#, %, \$)

IVT FRAUD

Human Impressions (#, %, \$)
Non-Human Impressions (#, %, \$)
Unknown Impressions (#, %, \$)

AUDIENCE SIZING (DEVICE, ENVIRONMENT)

Unique Households (#, \$, %)
Unique Reach (#, \$, %)
Duplicated Reach (#, %)
Unduplicated Reach (#, %)



ADVERTISER CONTROLLED INFORMATION

ADVERTISER INFORMATION

Advertiser Holding Company (string, ID, registry)
Advertiser / Brand Name (string, ID, registry)
Advertiser Type (string, ID, registry)
Advertiser Domain (string, ID, registry)
Product Name (string, ID, registry)
Product Type (string, ID, registry)

CAMPAIGN DETAILS

Campaign Name (string, ID, registry) • Campaign Type (string, ID, registry)
Campaign Flight (mm/dd/yy) • Campaign Goal (string)
Campaign Budget (\$)

CREATIVE ASSET DETAILS

Creative File Name (string, ID) • Creative File Type (string)
Universal Ad ID (AD-ID, Clock#) • Creative Format (string)
Creative Time Length (string) • Click URL (string)

PLACEMENT DETAILS

Platform / Publisher Holding Company (string, ID, registry)
Platform / Publisher Property (string, ID, registry)
Platform / Publisher Property Type (string, ID, registry)
Platform / Publisher Type (string, ID, registry)
Ad Package (string, ID) • Ad Package Type (string, ID)
Placement Name (string, ID) • Placement Type (string)
Placement Size (string)

USER (CONSENTED)

User Record (string, ID) • Household (string, ID)
Cross Device (string, ID)



DATA PLATFORMS

AUDIENCE

Data Company Name (string, ID) • Audience Recency • Data Source (string, ID) • Audience Frequency
Data Source Type (string Platform Integration Partner(s) • Audience Cohort Name (string, ID)
Audience Cohort Category (string, ID) • Audience Cohort Type (string))



AD TECH PLATFORMS

TARGETING SETTINGS

Targeting Strategy (string) • Target Audience (string, \$)
Frequency Cap (#) • Targeting Parameters (string)

VERIFICATION SETTINGS

Inclusion List (string) • Fraud Type (string)
Exclusion List (string) • Quality Score (#)
Risk Level (string) • Verification Rules (string)

DELIVERY INSTRUCTIONS

Placement Assignments • Creative Assignments
Placement Flighting • Creative Flighting
Placement Priority Settings • Creative Priority Settings
Placement Cost Rate (\$) • Creative Rotation
Placement Cost Rate Type (#) • Frequency Cap Settings
Placement Max Units (#) • Creative Status
Placement Status • Companion Ad Assignment

VIEWABILITY SETTINGS

Viewable Pixel Requirement (#, %)
Viewable Time Requirement (ss)

TIME CAPTURE

Timestamp (yy.mm.dd:hhss)
Timezone (-/+ UTC)

OTHER

OBA Compliance Settings
SSL Settings

VIDEO PLAYER INFORMATION

Player Name (string) • VAST Version
Player Type (string) • Server Side System
Player Size (string) • Auto-Play On/Off
Min Ad Duration (mm:ss) • Auto-Audio On/Off
Max Ad Duration (mm:ss) • Skippable Ads Settings
Min # of Ads (#) • Transcoding Requirements
Max # of Ads (#) • SSL Requirements
Max File Size Requirement (#)



PUBLISHER CONTROLLED INFORMATION

PUBLISHER INFORMATION

Publisher Holding Company (string, ID, registry)
Publisher Property (string, ID, registry)
Publisher Property Type (string, ID, registry)
Publisher Type (string, ID, registry)

PLACEMENT DETAILS

Placement Name (string, ID) • Placement Size (string)
Placement Type (string) • Page URL (string)
Channel / Section / Page (string)

PLACEMENT CONTEXT INFORMATION

Content Category (string, ID) • Content Type (string, ID)
Keyword (string) • Content Genre (string, ID)
Content Rating (string) • Language (string)

AD POSITIONING

Pre / Mid / Post Roll (string) • Above/Below The Fold (string)
Position Type (string)



USER/DEVICE INFORMATION

TECHNOGRAPHIC INFORMATION

User Device Agent (string) • Software Type (string) • Operating System (string)
Screen Resolution (string) • Device/ Hardware Type (string) • Software Name (string)
Firmware Version (string) • Screen Size (string) • Device/Hardware Name (string) • Connection Type (string)

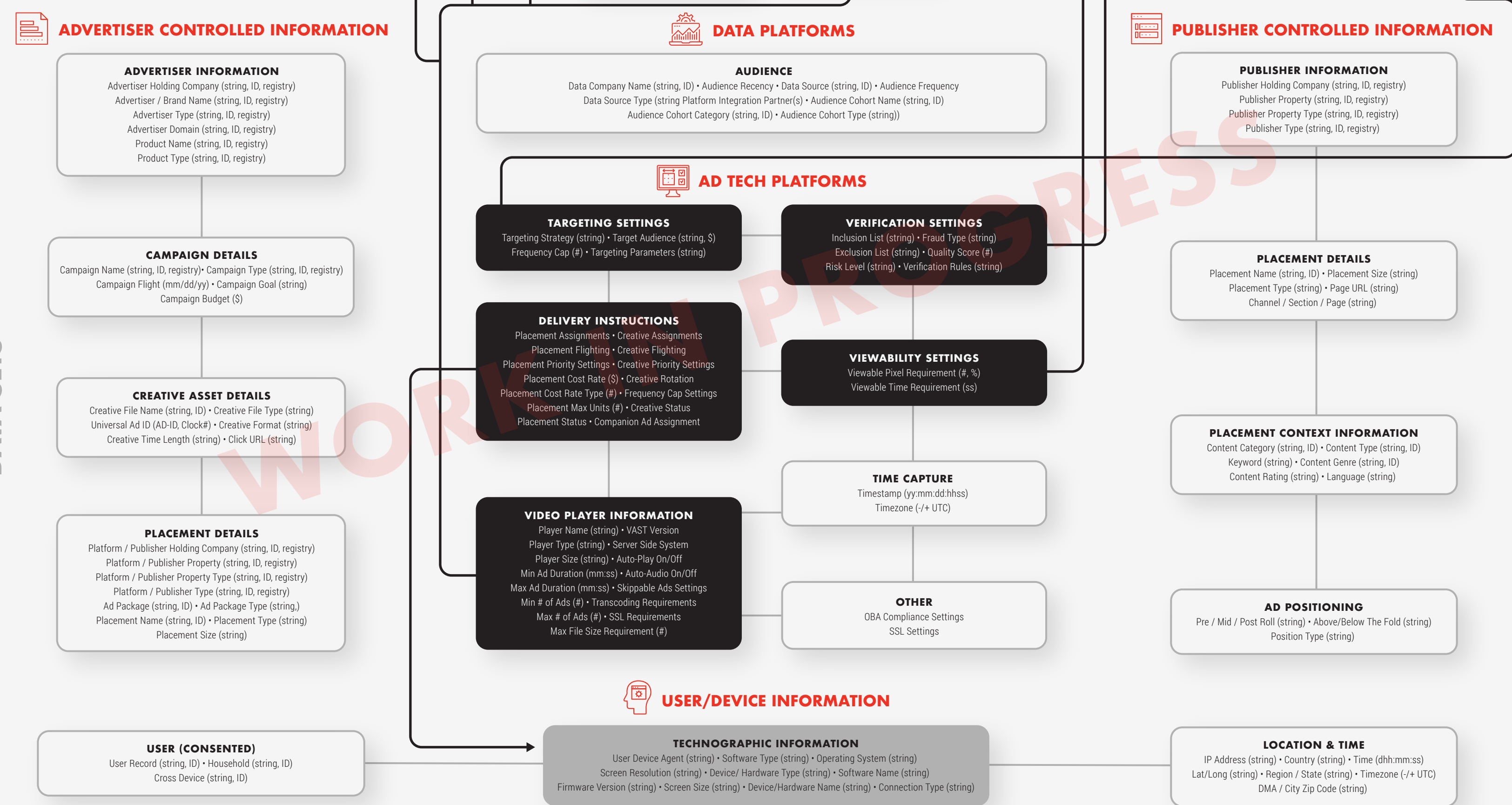
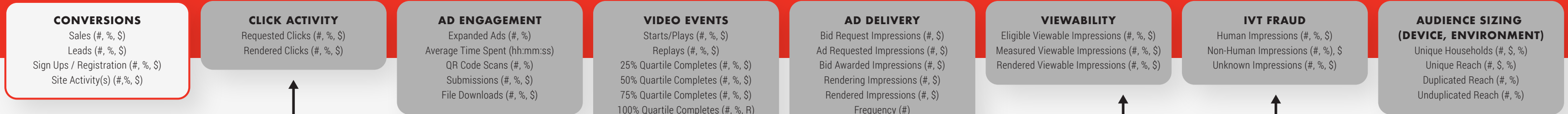
LOCATION & TIME

IP Address (string) • Country (string) • Time (dhh:mm:ss)
Lat/Long (string) • Region / State (string) • Timezone (-/+ UTC)
DMA / City Zip Code (string)

DATA SETS



MEASUREMENT METRICS



DATA SETS



MEASUREMENT METRICS

CONVERSIONS
 Sales (#, %, \$)
 Leads (#, %, \$)
 Sign Ups / Registration (#, %, \$)
 Site Activity(s) (#, %, \$)

CLICK ACTIVITY
 Requested Clicks (#, %, \$)
 Rendered Clicks (#, %, \$)

AD ENGAGEMENT
 Expanded Ads (#, %)
 Average Time Spent (hh:mm:ss)
 QR Code Scans (#, %)
 Submissions (#, %, \$)
 File Downloads (#, %, \$)

VIDEO EVENTS
 Starts/Plays (#, %, \$)
 Replays (#, %, \$)
 25% Quartile Completes (#, %, \$)
 50% Quartile Completes (#, %, \$)
 75% Quartile Completes (#, %, \$)
 100% Quartile Completes (#, %, R)
 Pause/Stops (#, %, \$)

AD DELIVERY
 Bid Request Impressions (#, \$)
 Ad Requested Impressions (#, \$)
 Bid Awarded Impressions (#, \$)
 Rendering Impressions (#, \$)
 Rendered Impressions (#, \$)
 Frequency (#)

VIEWABILITY
 Eligible Viewable Impressions (#, %, \$)
 Measured Viewable Impressions (#, %, \$)
 Rendered Viewable Impressions (#, %, \$)

IVT FRAUD
 Human Impressions (#, %, \$)
 Non-Human Impressions (#, %, \$)
 Unknown Impressions (#, %, \$)

AUDIENCE SIZING (DEVICE, ENVIRONMENT)
 Unique Households (#, \$, %)
 Unique Reach (#, \$, %)
 Duplicated Reach (#, %)
 Unduplicated Reach (#, %)



ADVERTISER CONTROLLED INFORMATION

ADVERTISER INFORMATION
 Advertiser Holding Company (string, ID, registry)
 Advertiser / Brand Name (string, ID, registry)
 Advertiser Type (string, ID, registry)
 Advertiser Domain (string, ID, registry)
 Product Name (string, ID, registry)
 Product Type (string, ID, registry)

CAMPAIGN DETAILS
 Campaign Name (string, ID, registry) • Campaign Type (string, ID, registry)
 Campaign Flight (mm/dd/yy) • Campaign Goal (string)
 Campaign Budget (\$)

CREATIVE ASSET DETAILS
 Creative File Name (string, ID) • Creative File Type (string)
 Universal Ad ID (AD-ID, Clock#) • Creative Format (string)
 Creative Time Length (string) • Click URL (string)

PLACEMENT DETAILS
 Platform / Publisher Holding Company (string, ID, registry)
 Platform / Publisher Property (string, ID, registry)
 Platform / Publisher Property Type (string, ID, registry)
 Platform / Publisher Type (string, ID, registry)
 Ad Package (string, ID) • Ad Package Type (string, ID)
 Placement Name (string, ID) • Placement Type (string)
 Placement Size (string)



DATA PLATFORMS

AUDIENCE
 Data Company Name (string, ID) • Audience Recency • Data Source (string, ID) • Audience Frequency
 Data Source Type (string Platform Integration Partner(s) • Audience Cohort Name (string, ID)
 Audience Cohort Category (string, ID) • Audience Cohort Type (string))



AD TECH PLATFORMS

TARGETING SETTINGS
 Targeting Strategy (string) • Target Audience (string, \$)
 Frequency Cap (#) • Targeting Parameters (string)

VERIFICATION SETTINGS
 Inclusion List (string) • Fraud Type (string)
 Exclusion List (string) • Quality Score (#)
 Risk Level (string) • Verification Rules (string)

DELIVERY INSTRUCTIONS
 Placement Assignments • Creative Assignments
 Placement Flighting • Creative Flighting
 Placement Priority Settings • Creative Priority Settings
 Placement Cost Rate (\$) • Creative Rotation
 Placement Cost Rate Type (#) • Frequency Cap Settings
 Placement Max Units (#) • Creative Status
 Placement Status • Companion Ad Assignment

VIEWABILITY SETTINGS
 Viewable Pixel Requirement (#, %)
 Viewable Time Requirement (ss)

VIDEO PLAYER INFORMATION
 Player Name (string) • VAST Version
 Player Type (string) • Server Side System
 Player Size (string) • Auto-Play On/Off
 Min Ad Duration (mm:ss) • Auto-Audio On/Off
 Max Ad Duration (mm:ss) • Skippable Ads Settings
 Min # of Ads (#) • Transcoding Requirements
 Max # of Ads (#) • SSL Requirements
 Max File Size Requirement (#)

TIME CAPTURE
 Timestamp (yy:mm:dd:hh:ss)
 Timezone (-/+ UTC)

OTHER
 OBA Compliance Settings
 SSL Settings



PUBLISHER CONTROLLED INFORMATION

PUBLISHER INFORMATION
 Publisher Holding Company (string, ID, registry)
 Publisher Property (string, ID, registry)
 Publisher Property Type (string, ID, registry)
 Publisher Type (string, ID, registry)

PLACEMENT DETAILS
 Placement Name (string, ID) • Placement Size (string)
 Placement Type (string) • Page URL (string)
 Channel / Section / Page (string)

PLACEMENT CONTEXT INFORMATION
 Content Category (string, ID) • Content Type (string, ID)
 Keyword (string) • Content Genre (string, ID)
 Content Rating (string) • Language (string)

AD POSITIONING
 Pre / Mid / Post Roll (string) • Above/Below The Fold (string)
 Position Type (string)

DATA SETS



USER/DEVICE INFORMATION

USER (CONSENTED)
 User Record (string, ID) • Household (string, ID)
 Cross Device (string, ID)

TECHNOGRAPHIC INFORMATION
 User Device Agent (string) • Software Type (string) • Operating System (string)
 Screen Resolution (string) • Device/ Hardware Type (string) • Software Name (string)
 Firmware Version (string) • Screen Size (string) • Device/Hardware Name (string) • Connection Type (string)

LOCATION & TIME
 IP Address (string) • Country (string) • Time (dhh:mm:ss)
 Lat/Long (string) • Region / State (string) • Timezone (-/+ UTC)
 DMA / City Zip Code (string)

MEASUREMENT METRICS DEFINITIONS

This list currently provides the definition for each data set represented in the IAB Measurement Maps, along with the data fields that belong in each. This is a work in progress. The IAB Measurement Maps Working Group will be expanding this document to include descriptions for each data field.

DATA SET	DEFINITION	DATA ELEMENTS	
MEASUREMENT METRICS			
Audience Sizing	The size of an audience based on percentage of reach relative to the total population. Cookies, device IDs or available impressions offered by a publisher/vendor are used to determine the overall buying opportunity.	unique households unique reach	duplicated reach unduplicated reach
IVT Fraud	The measurement of Invalid traffic resulting from any impressions or clicks caused without human intent that may be artificially. IVT Fraud can also be a result of unintentional or accidental clicks as well as fraudulent activity.	human impressions non-human impressions unknown impressions	
Viewability	The measurement of ads that has had the opportunity to be seen in the viewable portion of a browser window.	eligible viewable impressions measured viewable impressions rendered viewable impressions	
Ad Delivery	An impression is a metric used to quantify the number of times an ad has been requested or rendered of an advertisement	bid request impressions bid awarded impressions ad requested impressions	rendering impressions rendered impressions frequency
Video Events	IAB defined video events in the Video Ad Serving Template; consistent across industry partners. Enable consistent campaign/creative measurement across channels. Can be triggered automatically (ie: quartiles) or based on interaction (replay or mute). Additional metrics can be derived from these events like Video Completion Rate.	starts/plays replays pause/stops	25% quartile plays 50% quartile plays 75% quartile plays 100% quartileplays
Ad Engagements	Measurable consumer activities that assume active participation but does not necessarily require an action that will have a positive impact on an advertiser. This can be custom based on advertiser's criteria.	expanded ads average time spent qr code scans	submissions downloads
Click Activity	The measurement of a user-initiated action on an ad element (Advertisement), usually causing an HTTP 302 redirect to another web location, thereby transferring the user from a Publisher site to an Advertiser site. In addition to logging a click, measuring the click requires a redirect and a method to confirm that the user has reached a destination landing page.	requested clicks rendered clicks	
Conversions	Conversions can vary by company or campaign, and is the measurement of a specific action(s) that an advertiser has identified as the main key performance indicator (KPI).	sales leads	sign ups / registrations site activity(s)

DATA SET DEFINITIONS

This list currently provides the definition for each data set represented in the IAB Measurement Maps, along with the data fields that belong in each. This is a work in progress. The IAB Measurement Maps Working Group will be expanding this document to include descriptions for each data field.

DATA SET	DEFINITION	DATA ELEMENTS	
USER / DEVICE INFORMATION			
User (consented)	Unique persistent anonymous id of a consented user used to typically to measure users across unique households and/or devices.	user record household	cross-device
Technographics	Typically derived from the device and/or device user agent string to determine hardware, software, tools and applications used in a session.	hardware software operating system browser	firmware screen resolution connection type
Location & Time	Typically derived from the device IP address with the aid of a 3rd party API call to a geocoding company like Digital Element, Digital Envoy, or Maxmind to identify geolocation and time zone.	ip address country region state	dma city zip code time zone
ADVERTISER PROVIDED INFORMATION			
Advertiser	The organization marketing a product, service or event thru commercial messaging.	holding company advertiser name advertiser type	advertiser domain product name product type
Campaign Details	Information related to an advertising campaign and rolls up a set of media objectives to a single budget that needs to be spent in a specific timeframe.	campaign name campaign type campaign flight	campaign goal campaign budget
Creative Details	Information related to creative asset files of images, audio, video, etc.	creative file name creative file type universal ad id	creative format creative time length creative click-thru url
Placement Details	Media placement information that an advertiser has either negotiated or selected that they expect their advertisement to be placed, audience targets, the number of units the estimate or have negotiate specific timeframe. This information typically identifies the location(s) where the ads should be displayed on and timeframe.	holding company property property type ad package	ad package type placement name placement type placement size
PUBLISHER PROVIDED INFORMATION			
Publisher	The organization that features content on their website and owns ad inventory for advertisers to place their ads.	holding company publisher name publisher type	Publisher domain
Placement Details	Media placement information that publisher has identified or selected to have advertisement to be placed, This information typically identifies the location(s) where the ads would be displayed on and timeframe.	placement name placement type placement size	page url channel / section

DATA SET	DEFINITION	DATA ELEMENTS	
PUBLISHER PROVIDED INFORMATION (CONT.)			
Placement Context	Unique persistent anonymous id of a consented user used to typically to measure users across unique households and/or devices.	user record household	cross-device
Technographics	Refers to the environment in which the ad unit appears and includes categories as well as more granular identifiers like keyword terms. The data provides qualitative details around the placement of the ad.	content category content type keyword	content genre content rating language
Ad Positioning	Technical details about ad placement including specifics on location of a given page or within a video player and physical position of the ad's appearance. This data would also include order of appearance in terms of pre-mid or post content roll.	pre/mid/post position above/below the fold position type	
DATA PLATFORM			
Audience	Refers to a segment or cohort that is derived using a data sources, including Publisher direct, 1st, 2nd, 3rd Party, or Contextual.	data company name data source data source type integration partner	audience recency audience frequency audience cohort name audience cohort category audience cohort type
AD TECH PLATFORM			
Target Settings	Refers to the utilization of various tactics such as audience attributes, frequency capping, previous actions, lookalikes, keyword targeting to specifically deliver messages to predetermined segments.	targeting strategy target audience	targeting parameters frequency cap
Delivery Instructions	Setting that determines where and when an advertiser's ads will be served.	placement assignments placement flighting placement priority placement cost rate placement cost rate type placement max units placement ad status	creative assignments creative flighting creative priority creative rotation creative status frequency cap settings companion ad assignment
Video Player Information	Video player settings and/or requirements set by the publisher.	video player name player type server side system vast version player size min # of ads max # of ads max file size	min ad duration max ad duration auto-play on/off audio on/off skippable ads settings transcoding requirements ssl requirements
Verification Settings	Settings that determine what type of site and/or content to allow or not allow advertiser's ads are to be served on.	verification provider inclusion list exclusion list verification rules	fraud type quality score risk level

DATA SET	DEFINITION	DATA ELEMENTS	
AD TECH PLATFORM (CONT.)			
Viewability Settings	Setting that determine the viewability thresholds that need to be met to count as in-view.	viewability provider viewable pixel requirements viewable time requirements	
Time Capture	Typically known as timestamp, which can be processed to determine when a specific event metric was recorded.	timestamp year quarter month fiscal week broadcast week	day day of week hour daypart time zone
Other	Other data fields that do not fall into a particular data set.	oba settings ssl settings	

WORK IN PROGRESS

ABOUT IAB AND THE IAB PROGRAMMATIC+DATA CENTER

IAB empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, it develops technical standards and best practices. Founded in 1996, IAB is headquartered in New York.

Founded to enhance existing IAB resources and to drive the “data agenda” for the digital media, marketing, and advertising industry, the [Programmatic+Data Center](#) (PDC) defines boundaries, reduces friction, and increases value along the data chain, for consumers, marketers, and the ecosystem that supports them. The PDC’s work is to support the direct brand economy, drive accelerated digital marketing transformation through emerging technologies, advance programmatic growth while supporting media buying for emerging formats, lead industry consumer privacy and ethics initiatives, and define data transparency, quality, and identity to inform measurement and attribution within the supply chain. For more information or to get involved, please contact data@iab.com.

ABOUT THE IAB MEASUREMENT MAPS WORKING GROUP

The IAB Measurement Maps Working Group formerly known as IAB Measurement & Reporting Framework, is developing a series of measurement maps to visually depict and map key (meta)data requirements to help guide measurement data standardization for attribution. IAB Measurement Maps are intended to help establish standards around the classification of data, normalizing of taxonomies/labels to improve transparency, as well as provide definitions and recommended format structure.

The IAB Measurement Maps Working Group is open to IAB members. If you are interested in participating, please email committees@iab.com.

ACKNOWLEDGEMENTS

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Special Thanks to that IAB Measurement & Attribution Committee Co-Chairs

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Marc Vermut, Vice President, Marketing Solutions, Neustar
Shailin Dhar, CEO and Founder, Method Media Intelligence
Steve Latham, Global Head of Analytics, Flashtalking

Participating IAB Member Companies

Acxiom	Condé Nast	Flashtalking	IPONWEB	Merkle	Sony Pictures Television
Ad-ID	Conversant Media	Flipboard	IRI	Method Media Intelligence	StackAdapt
Adobe	Criteo	FOX	Jukin Media	Mindshare	The Trade Desk
AdPushup	Cuebiq	FOX Networks Group	Kargo	MiQ	TripAdvisor
Affinity Solutions	Dailymotion	FreeWheel	KERV Interactive	National Public Media	Tru Optik
Allen Media, LLC	dentsu	Google	Kochava	NBCUniversal	tvScientific
Amobee	DISH	GroupM	Leaf Group	Neustar	Unruly
Anyclip	Disney Advertising Sales	GumGum	LinkedIn	News Corporation	Valassis
BroadSign	DMD Marketing Corp.	IAB Canada	LiveIntent	NextRoll	Veritonic
Cadent	Electronic Arts	IBM Watson Advertising	Lotame Solutions	Pandora	ViacomCBS
Centro	Epsilon	Impact	Mars, Incorporated	PubMatic	WarnerMedia
Coalition for Innovative Media	Essence	Innovid	Media Japan Network	Realtor.com	Wavemaker
Measurement (CIMM)	Experian Marketing Services	Insticator	MediaNews Group	Samba TV	Xandr
Comscore	Facebook	Integral Ad Science	Meredith Digital	Snapchat	Zynga

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