Open Measurement Enters CTV

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Member-driven, member-developed

750+ companies

20+ working groups

2500+ participants

40+ countries

Shared resources & benefits

Interoperable, efficient base for innovation

neutral, collaborative, transparent, non-profit org

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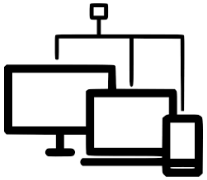
Engage a **global member community to develop foundational** technology and standards that enable growth and **trust** in the digital media ecosystem

Why We Need Technical Standards

To help advance and grow the digital media ecosystem by:

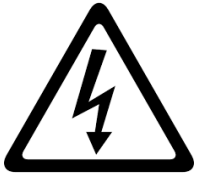
Reducing product development efforts & costs



Improving interoperability & quality

Increasing speed to market

Fueling market innovation



Mitigating risks

As with other essential technologies, Tech Lab standards are indispensable for the growth and health of the digital media ecosystem

Ads.txt has been adopted by millions of companies globally

All data available in **Transparency Center**

220+ companies adopted **sellers.json** globally in <6 months.

All data available in **Transparency Center**

100+ **OM SDK** certified integrations (1/2 non-US) ; on 2B+ devices

All data available in **Transparency Center**

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Why the Open Measurement?

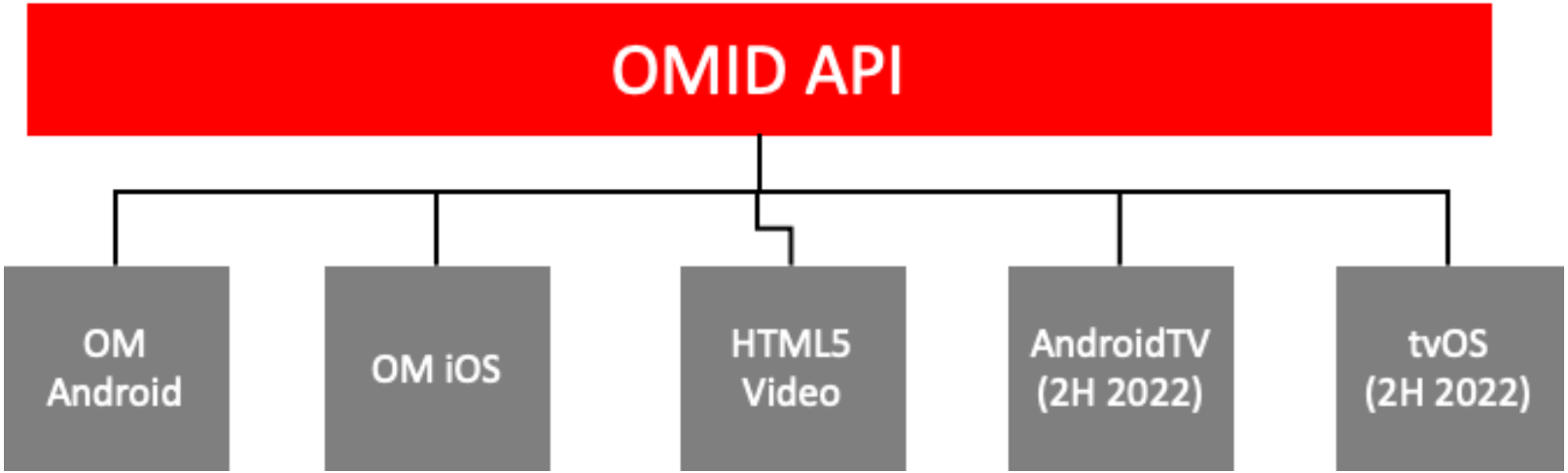
Janelle De Rivera
Director of Product Management,
Oracle Advertising

What is Open Measurement?

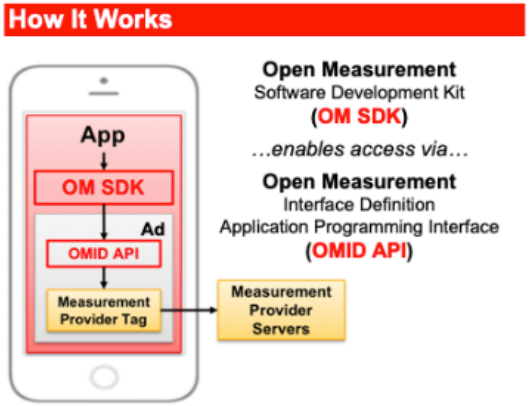
The Open Measurement Software Development Kit (OM SDK) is designed to facilitate third party viewability and verification measurement for ads served to web video and native app environments.

- Project launch in 2017 to combat the fragmentation and limitations of mobile app measurement
- **Publisher maintenance saving**: one SDK integration for all measurement vendors
- Transparency in measurement through **shared source code**
- With the success of **mobile app**, OM SDK moved into **web video** in 2020 and **CTV** in 2022, giving **buyers consistency of signals cross screen**

Enables Cross Screen Measurement



How it works



- Native SDK captures view hierarchy and app state
- JS Service Library parses native layer state
- Measurement scripts translate viewability signals to metrics

OM SDK has Global Adoption

80+ companies (~half non-US) certified & 250+ companies downloaded, including:

Enhancements: CTV Features

Saar Paamoni
VP Product at
DoubleVerify

CTV: Device form factor dictates challenges

	Mobile	CTV
Operating System	Android, iOS, iPadOS	Android, tvOS, Tizen, webOS, Xbox
Screen	Integrated	Possibly Separate
Usage	One user Turns off screen to save battery	Many watchers Stays on for extended periods
Current Measurement	SDK	Tracking Pixels

Summary of new features:

- **Identifying CTV Traffic**: Know the environment in which a native app is running.
- **Last Activity:** Signal that an event occurred indicating someone is “still watching”.
- **Display Connection Status:** Understand when the TV display is off, but applications may still be running.
- **Video Pod Measurement**: Enable measurement of video ad pods with gapless playback for “javascript” and “html” session types.

New Signals

Version 1.4 adds adds new signals without additional effort:

- **Device Category** - supplement to user agent parsing
- **Display Connection Status** - using audio port information to detect for HDMI

And one new API to implement by the integrator:

- **Last Activity -** opportunity to feed activity timestamp

Compatible OMSDK for Target/Platform & Environment

Target/Platform	Environment	SDK*	Compatible Platform Type **
iOS (iPhone/iPad)	Mobile App	OM iOS SDK	iOS
Android Phone or Tablet	Mobile App	OM Android SDK	Android
Desktop/Mobile Web Browser	Web	OM Web Video SDK	Web
Apple TV - **NEW!**	CTV	OM iOS SDK	CTV - iOS
Amazon Fire - **NEW!**	CTV	OM Android SDK	CTV - Android
Android TV - **NEW!**	CTV	OM Android SDK	CTV - Android

* The SDK downloaded from tools.iabtechlab.com
**The compliance type certified via the IAB Tech Lab OMSDK Compliance Process

Not Currently Supported

While some platforms may be able to adapt OM SDK for Web Video to work in their OS, others may need to support the development of a custom SDK.

- Roku
- Samsung - Tizen
- LG - Web OS
- Vizio - Smartcast OS
- Web Cast Apps
- HTML5 Apps for CTV

Next on OM Commit Group roadmap is the extension of OMSDK for Web Video

Integration Demo

Nathan Lehrer
Software Engineer
at Google

Compliance

Jarrett Wold
Sr. Director
Compliance at
IAB Tech Lab

How the Compliance Process Works

- ❑ Signup & Complete Onboarding Guide
- ❑ Compliance team provides JS tag and instructions
- ❑ Submit “production ready” sample app
- ❑ Kick-Off call

- ❑ Integrator schedules ads that include the compliance verification JS tag
- ❑ Tech Lab validates each test case & verifies OM signals are correct

- ❑ Feedback provided to customer if issues are found
- ❑ Review and remediation until satisfied
- ❑ Final reports submitted on satisfaction

- ❑ Final reports reviewed and approved by Tech Lab
- ❑ Tech Lab issues certification and verified “Seal of Approval”
- ❑ Listed on IAB Tech Lab’s compliance page and added to Transparency Center

Timing is 3-4 weeks

Certification Testing Requirements

- Compliance Guide has been updated to include a section on Native App - CTV Certification and steps needed to submit for certification
- Test Cases doc outlines specific test cases and expected results
  - Please make sure your application 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

Sample Test Cases

Ad Session Starts / Ad Session Starts	type : sessionStart / type : sessionFinish
Ad Session type	adSessionType = { native}
Impression Type	[impressionType]=viewable, [impressionType]=beginToRender, etc
Partner Name / Partner Versions	[partnerName]=Iabtechlab / [partnerVersion]=1.0
On Screen Geometry / Geometry Changes	onScreenGeometry : { width]=812,[height]=375,[x]=0,[y]=0,[pixels]=304500 }
Video player interaction and events	firstquartile, midpoint, thirdquartile, complete, pause, resume
Device Category	**[deviceCategory]=ctv**
Display Connection Status	**reasons :[noOutputDevice,backgrounded], [percentageInView]=0**
Last Activity	**type: sessionStart, lastActivity: timestamp:1637163009335**

IAB Tech Lab Compliance Programs

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

Thank you!
Questions?