Welcome to our first (of 4) Digital Ad Operations Webinars

Jonas Jaanimagi
Technology Lead

iab.
australia

Today's speakers and agenda

Jill Wittkopp

Director of Product

Imran Masood

Country Manager AUNZ

Jonas Jaanimagi

Technology Lead

Amy Weekley

Sydney Head of Digital

Lena Lepojevic

Director of Accounts Management APAC

John McNerney

Director of Platforms AUNZ

Introduction to Open Measurement and the OM SDK
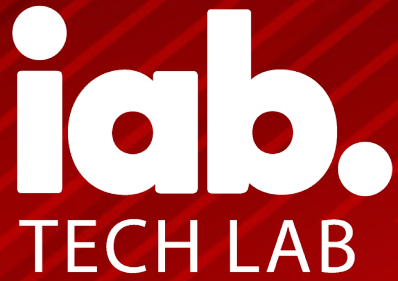
Jill Wittkopp
Director of Product

Agenda

- Who is Tech Lab?

- What is Open Measurement?

- OM SDK Features (*Current & Planned*)

- Adoption
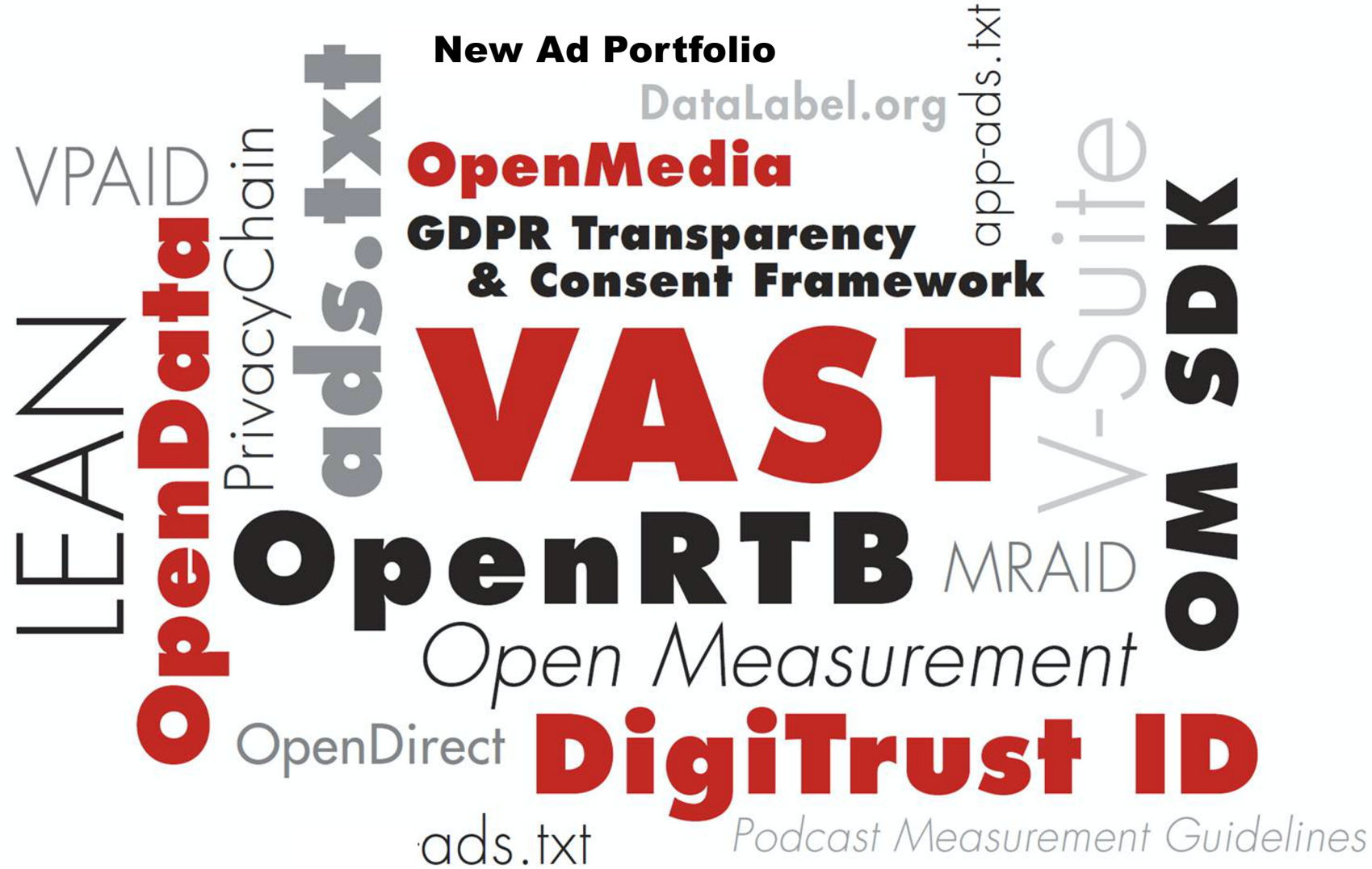
We Support Local/National IABs and Their Members, Globally

Market Development
(supporting sales/marketing)

- Education & certification
- Research
- Public policy

- Guidelines & business standards
- Events & networking

PROPRIETARY **INNOVATION**

- Product/Service development

- Operational innovation

- Packaging & pricing

- Competition

Technical Standards
(supporting product development)

- Standardized protocols & specifications
- Software & tools
- Compliance programs
- Supporting education & events

Our Top 4 for 2020 Reflects Urgent Industry Needs

1 Enable privacy-centric consumer ID management and smooth transition to "ID-less/cookie-less" environments

2 Provide technical solution(s) for privacy to support compliance with local laws

3 Promote supply chain transparency for brand safety, fraud, & data decisions

4 Improve measurement & attribution accuracy & consistency

BONUS!

Collaborate on a solution for addressability in the absence of cookies, bridging the value of privacy, personalization, and community

Project Rearc

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What is Open Measurement?

The mobile app measurement landscape in 2017 had trouble with scale

- SDK development is a large undertaking

- Black box SDK integrations = troubleshooting challenges

- No SDK = reduced measured rates, accuracy, capabilities and trust

- New SDK adoption = long penetration time through SSPs and Networks

- Multiple vendors competing for supply side roadmaps

- Redundant vendor SDK = increased overhead, maintenance, footprint and risk

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What is Open Measurement?

"There may be value in the development of an open-source standard SDK by the industry that can be used by all parties.
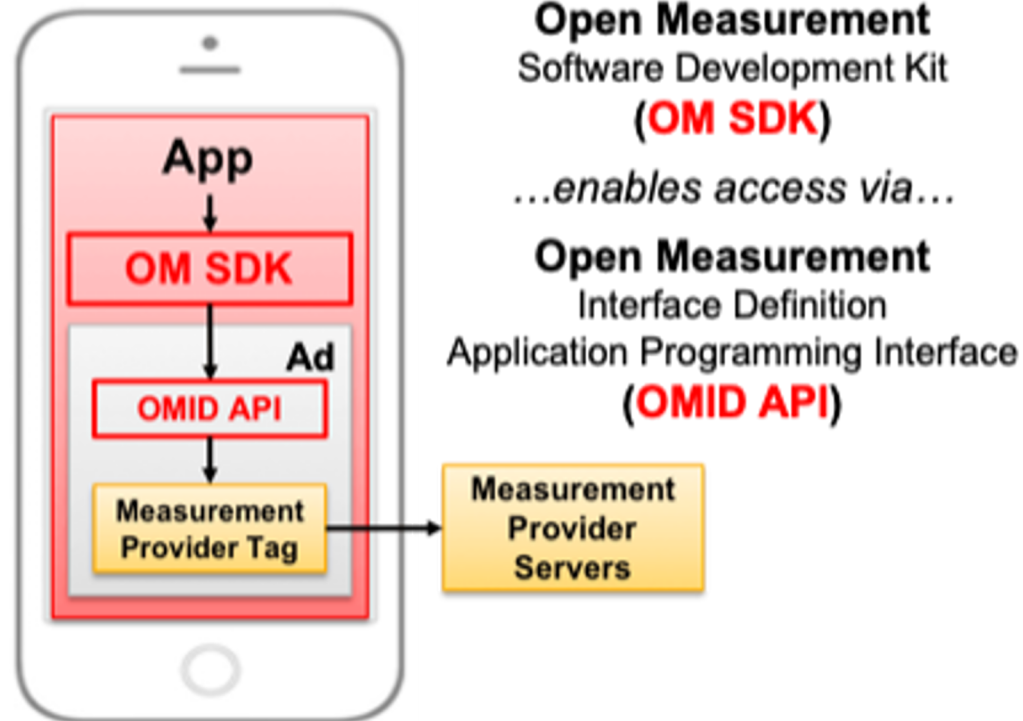
We encourage such development and would support an open and single source standard."

MRC Mobile Viewable Ad Impression Measurement Guidelines, June 28, 2016

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How does OM SDK work?

Single integration for app developers to enable measurement by leading 3rd-party providers
Brings measurement scale and consistency to mobile in-app advertising

How It Works

App

OM SDK

Ad

OMID API

Measurement Provider Tag → Measurement Provider Servers

Open Measurement
Software Development Kit
(OM SDK)

...enables access via...

Open Measurement
Interface Definition
Application Programming Interface
(OMID API)

Benefits

✓ **Replaces** multiple verification SDK integrations

✓ Increases access to supply and provides **flexibility** for buyers

✓ Provides transparency, consistency, and dependability for measurement metrics

DV DoubleVerify   IAS Integral Ad Science   MOAT   Microsoft

Google   nielsen   pandora
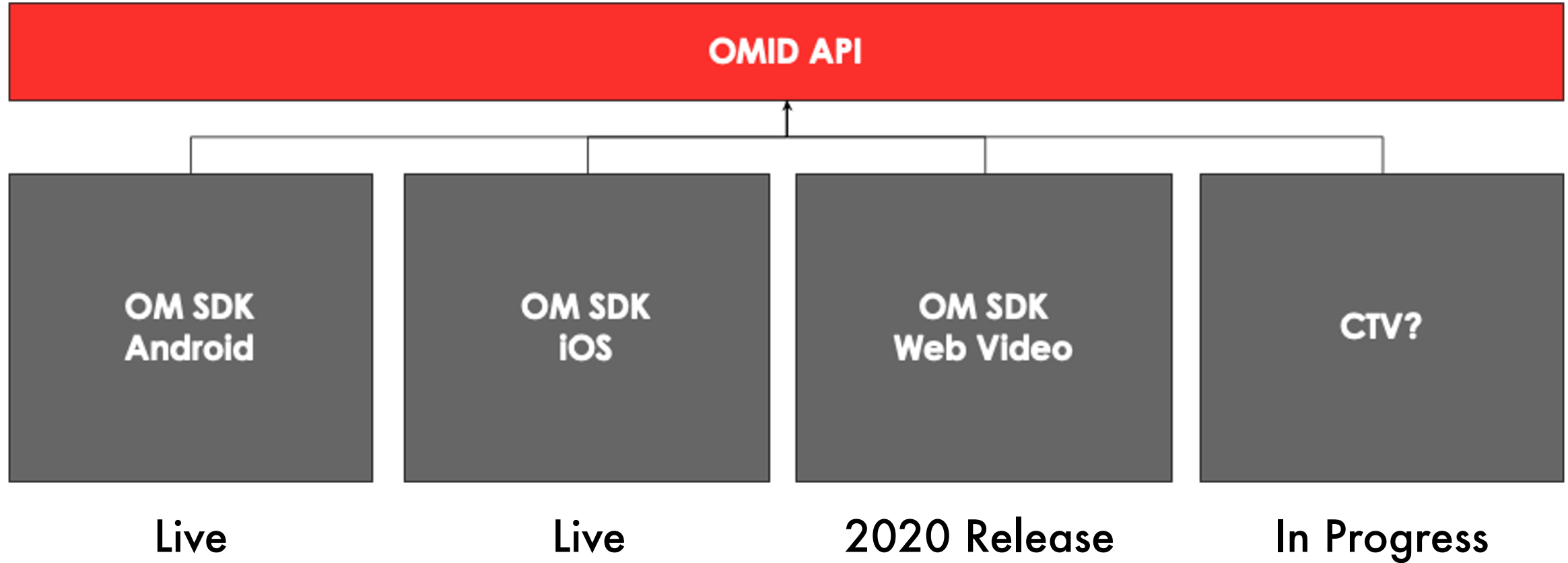
What is Open Measurement?

- Equal data access to all vendors
- Facilitates adoption, innovation, and troubleshooting (all working group members have source code access)
- Improved accuracy and performance (~30% higher measured rates than MRAID)
- Protection of user experience (reduce native footprint and memory utilization)
- Protection of developer experience and resources (reduced integration and maintenance efforts)
- Allows all sellers to partake (reduced 3rd party tech risks for walled gardens)
- Eliminates conflict risk around vendor M&A

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Current Features

- Supports HTML, Native and Javascript Ad Sessions
- Supports HTML and Native display, video and audio creatives
- Supports friendly obstructions for viewability (video player overlay controls)
- VAST and DAAST events are supported: start, pause, resume, quartiles, complete
- Player volume and device volume are supported
- Supports [MRC definition 'begin to render'](#)
- Supports declaration of content URL in which the ad is being show to the user

Impression Type	Description
loaded	Integration is using count-on-download criteria
beginToRender	Integration is using begin-to-render criteria
onePixel	Integration is using one-pixel criteria, which is when at least one pixel of the creative is visible.
viewable	Integration is using viewable criteria, which is 1 second for display or 2 seconds while playing for video.
audible	Integration is using audible criteria, which is 2 continuous seconds of media playback with non-zero volume. Only for use with audio creative type.
other	Integration criteria not met on any of the defined impression types.
unspecified	No criteria declared and therefore no impression type can be defined. Default impression type for OMID 1.2 and integrations not declaring impression type.

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Enabling cross-screen measurement

OM SDK Global Adoption

60+ companies certified globally

250+ downloads