



WEBINAR
SERIES

THURSDAY 8 OCTOBER
11 AM - 12 PM

OPEN MEASUREMENT

CROSS-SCREEN VIDEO MEASUREMENT & VERIFICATION

Welcome!



Jonas Jaanimagi
Technology Lead
IAB Australia



Moving to Open Measurement

Benefits for everyone in the industry



Data access VENDORS ADVERTISERS

Equal data access to all vendors

Similar to how it works on web

Improved PUBLISHERS ADVERTISERS

Accuracy & performance

30% higher measured rates than MRAID

Protection PUBLISHERS

Developer experience

Reduced integration and maintenance efforts

Eliminate PUBLISHERS

Conflict risk around vendor M&A

What if vendor X is acquired by Company Y?

Facilitate PUBLISHERS

Adoption, innovation & troubleshooting

Say Goodbye to black box challenges!

Protection PUBLISHERS

User experience

Reduced native footprint & memory utilization

Partake PUBLISHERS ADVERTISERS

Allows all sellers to partake

Reduced 3rd party tech risk for walled gardens

OM SDK for web video



Shailley Singh - *VP of Product*



Open Measurement

Cross Screen Video Measurement and Verification

iab.
TECH LAB

About Tech Lab

Open Measurement

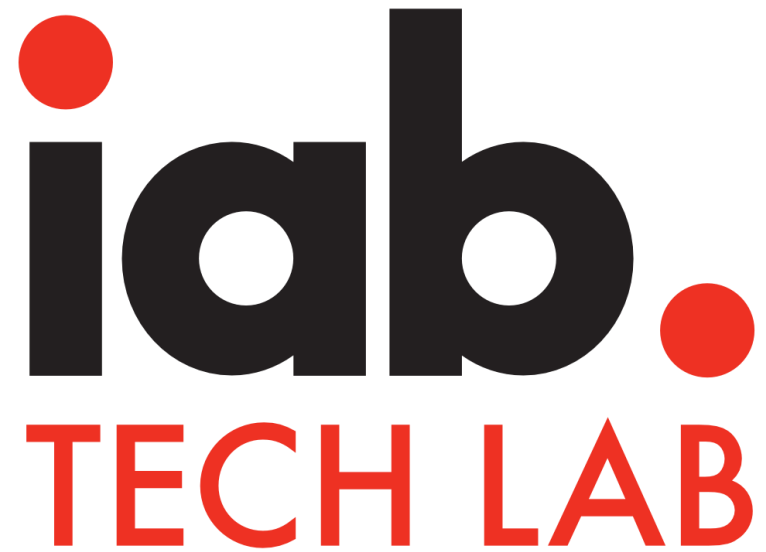
How it works

Adoption and Upcoming

How We, as an Industry, Work Together



AU Market Support
(enabling sales/ops/marketing)



Technical Standards
(supporting product development)

How We, as an Industry, Address These Challenges

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



Our Mission

Sharing the cost,
sharing the benefits

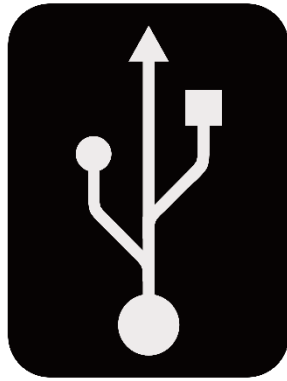
Member-driven,
member-developed

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

Broad availability
& utility, by design

We live this – as a neutral, transparent,
open-source, non-profit org

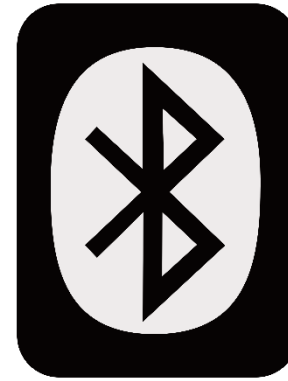
Technical Standards We All Rely on Every Day



USB



WiFi



Bluetooth

Tech Lab standards are similar...but for digital media.

What are Tech Lab Standards? You may already know...



Technical Standards We All Rely on Every Day

scale



Reduce engineering effort and costs

innovate



Improve quality and interoperability

grow



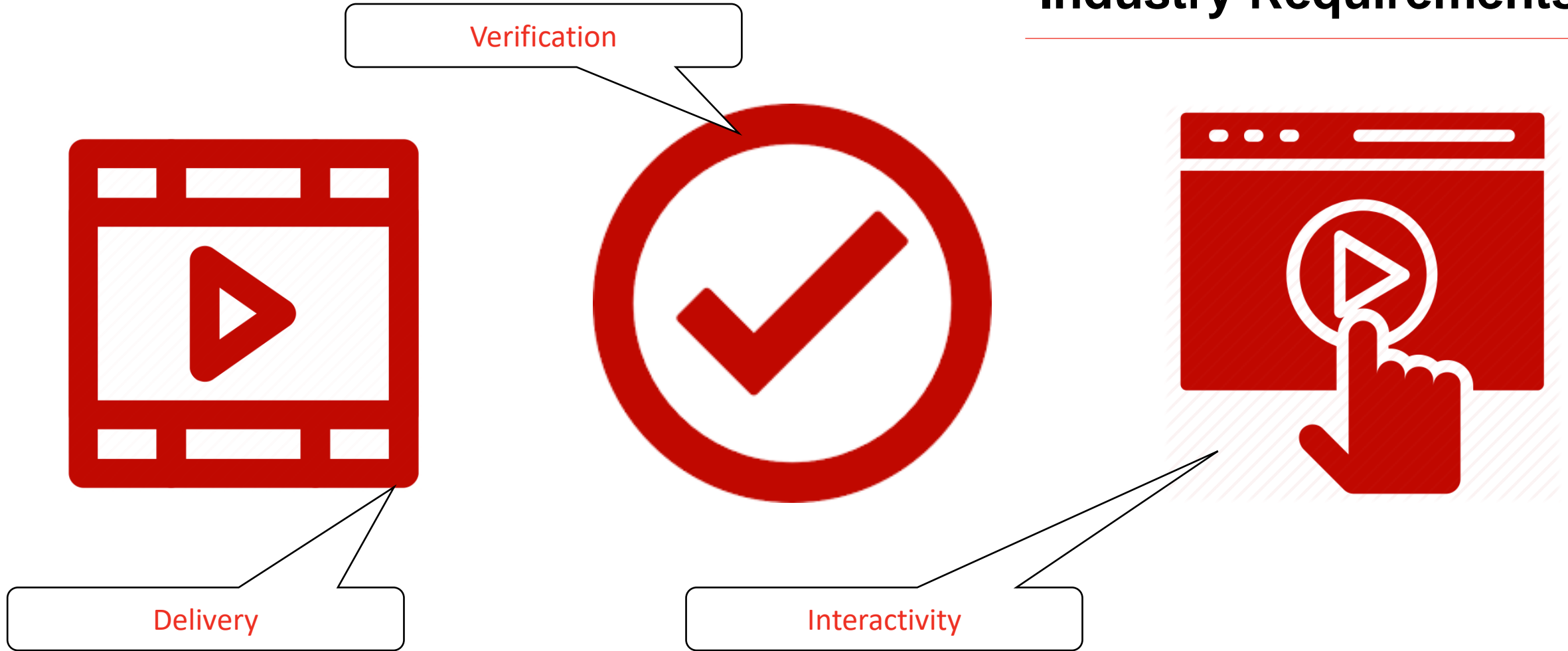
Increase speed to market



Interoperability and Efficiency

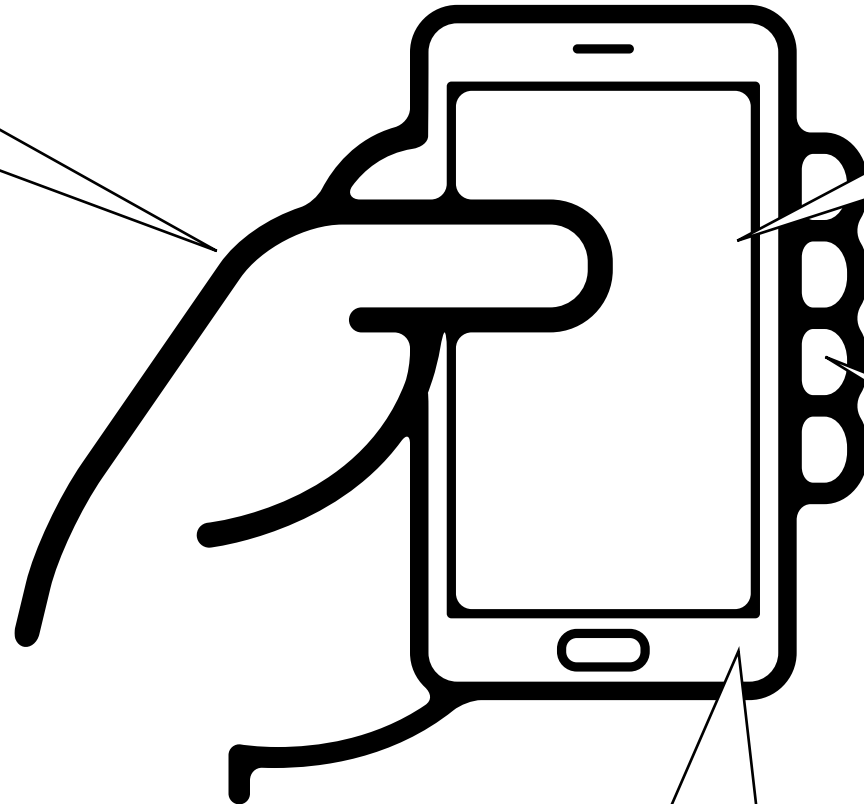
Open Measurement

Industry Requirements



Devices + Video Players?

Verification needs native SDK

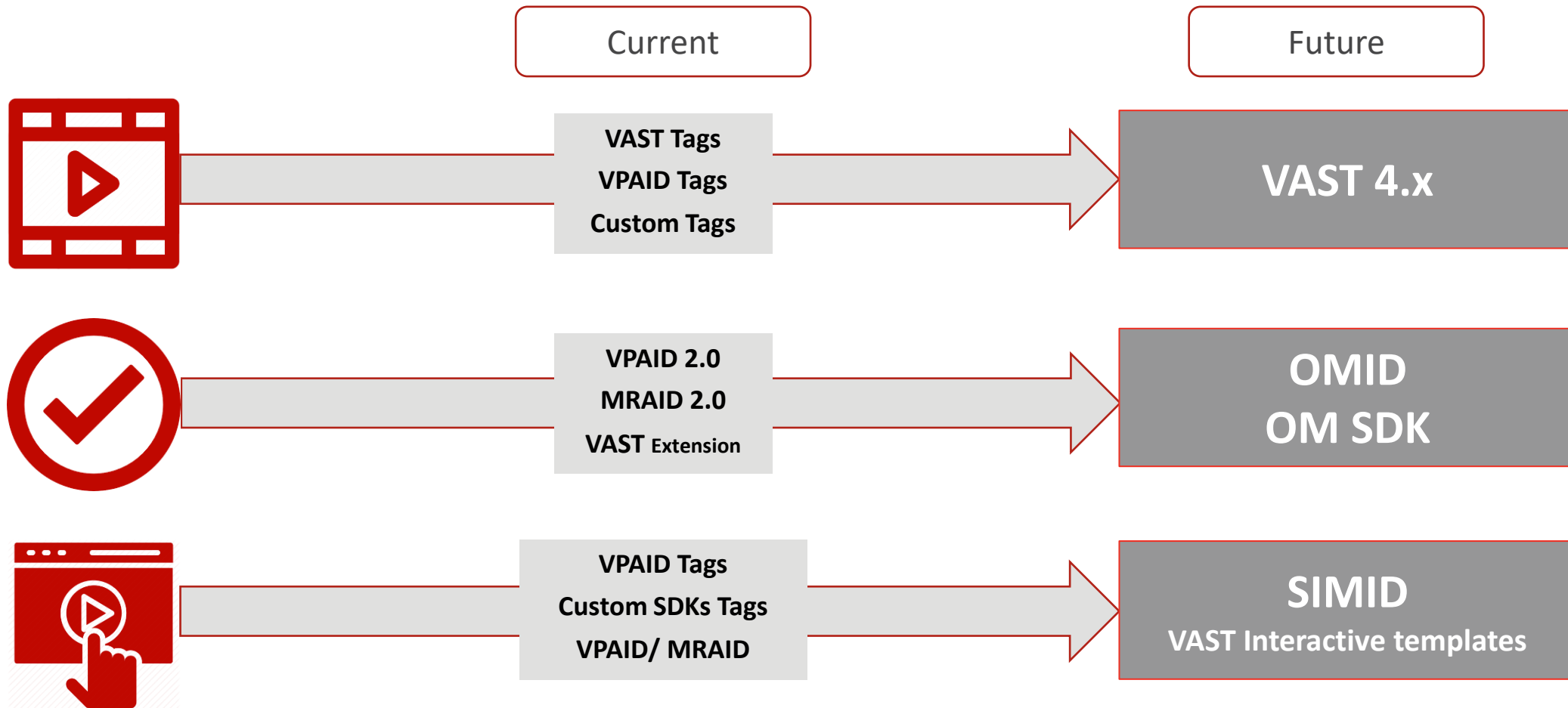


Limited VPAID

MRAID does not support all measurement requirements

No scale in verification with proprietary SDKs

Tech Lab Solution

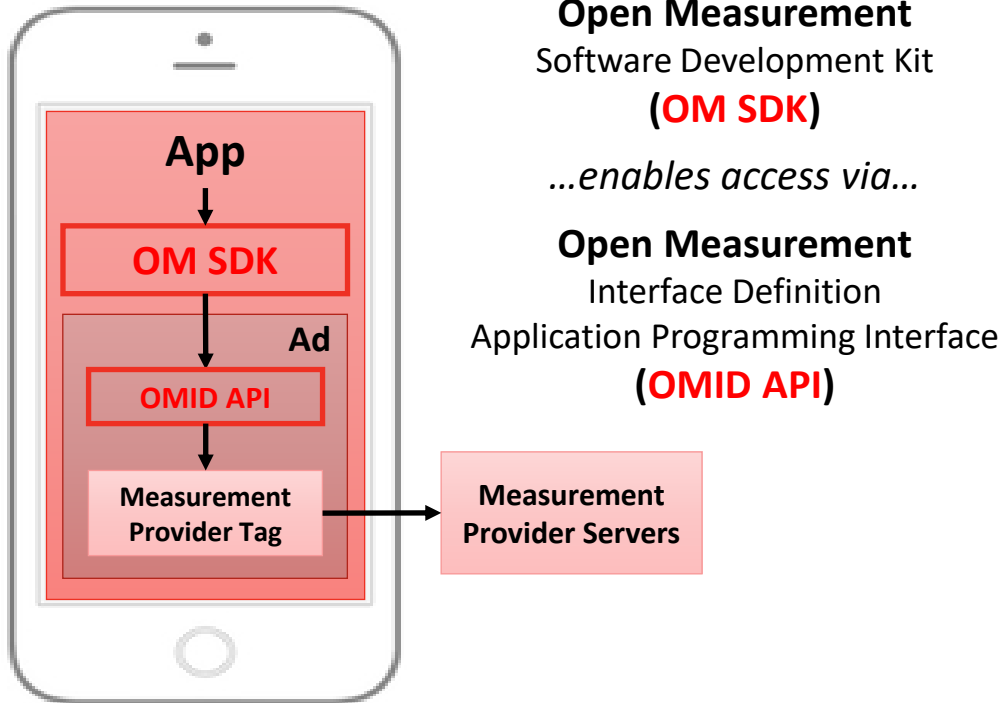


How it Works: Complete Solution

How it Works

*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



Open Measurement
Software Development Kit
(OM SDK)

...enables access via...

Open Measurement
Interface Definition
Application Programming Interface
(OMID API)

Measurement
Provider Servers

Benefits

- ✓ **Replaces** multiple verification SDK integrations
- ✓ Increases access to supply and provides **flexibility** for buyers
- ✓ Provides **transparency, consistency, and dependability** for measurement metrics

Google DV
DoubleVerify

IAS Integral
Ad Science

MOAT

nielsen

Microsoft

pandora®

Extensions node in VAST 2.0/3.0/4.0

- Vendor Key
- Verification Resource URL
- Verification Parameters

```

...
<Extensions>
  <Extension type="AdVerifications">
    <AdVerifications>
      <Verification vendor="company.com-omid">
        <JavaScriptResource apiFramework="omid" browserOptional="true">
          <![CDATA[https://verification.com/omid_verification.js]]>
        </JavaScriptResource>
        <TrackingEvents>
          <Tracking event="verificationNotExecuted">
            <![CDATA[https://verification.com/trackingurl]]>
          </Tracking>
        </TrackingEvents>
        <VerificationParameters>
          <![CDATA[verification params key value pairs]]>
        </VerificationParameters>
      </Verification>
    </AdVerifications>
  </Extension>
</Extensions>
...

```

AdVerifications node in VAST 4.1 and higher

- Vendor Key
- Verification Resource URL
- Verification Parameters

```

<AdVerifications>
  <Verification vendor="company.com-omid">
    <JavaScriptResource apiFramework="omid" browserOptional="true">
      <![CDATA[https://verification.com/omid_verification.js]]>
    </JavaScriptResource>
    <TrackingEvents>
      <Tracking event="verificationNotExecuted">
        <![CDATA[https://verification.com/trackingur/[REASON]1]]>
      </Tracking>
    </TrackingEvents>
    <VerificationParameters>
      <![CDATA[verification params key value pairs]]>
    </VerificationParameters>
  </Verification>
</AdVerifications>

```

OpenRTB Guidance

Version 2.x Guidance-
bidrequest.Source.ext

Version 2.x native Event
Tracker specification

ADCOM Events Tracker
specification

OMID capability includes
partner name and partner
version

OpenRTB 2.x example

```
"source"
  { "ext":
    { "omidpn": "MyIntegrationPartner",
      "omidpv": "7.1"
    }
  },
  "imp" [{
    "banner": {
      "api": [7]
    }
  }
]
```

ADCOM Example

```
"events"
  { "apis": [7]
    "ext":
      { "omidpn": "MyIntegrationPartner",
        "omidpv": "7.1"
      }
  }
```

List 5.6 : API Frameworks

Value	Description
1	VPAID 1.0
2	VPAID 2.0
3	MRAID-1
4	ORMMA
5	MRAID-2
6	MRAID-3
7	OMID-1

Event Trackers

Object	Value	Name
event	555	OMID - new custom value
methods	2	JS (existing value of 2)

<https://github.com/InteractiveAdvertisingBureau/AdCOM>

Adoption and Upcoming

OM SDK Global Adoption

verizon
media

hulu

Flipboard

GAMELOFT

Supership

ogury

VERVE

ADCOLONY

Teads

OpenX

display.io

pinger

ironSource

APAC (20+)

Mintegral

POKKT

YAHOO!
JAPAN

SHAREit

PROMOGO
Drive your brand further.

CJ ENM | MezzoMedia

ADVIEW

SmartNews

tvnz
OnDemand

adtima
Leader in mobile

Vpon

paytm

BIGO Ads

TikTok

Rakuten

AJA

SAMSUNG

TAmedia

9NOW

7+

TRANSSION

70+ certified Ads SDKs and apps *

FRESHWHEEL
A COMCAST COMPANY

The
WALT DISNEY
Company

smart+

نبض

Tapjoy

SPOTX

NBCUniversal

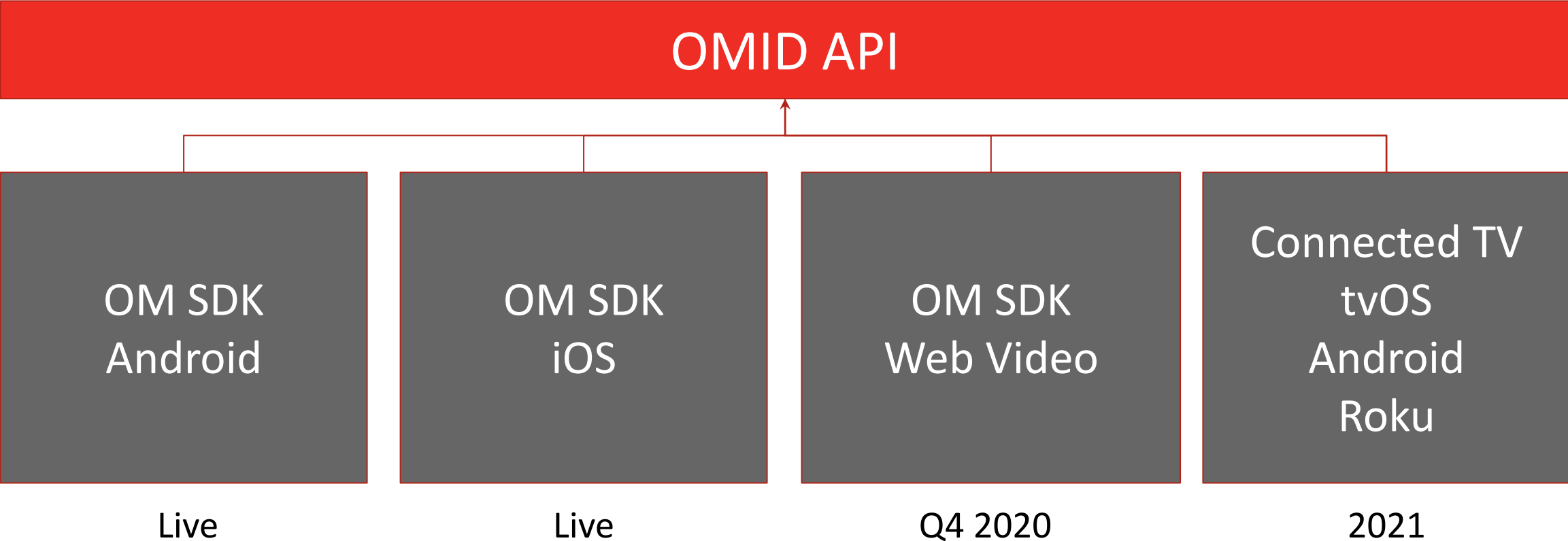
SOUNDCLOUD

unity

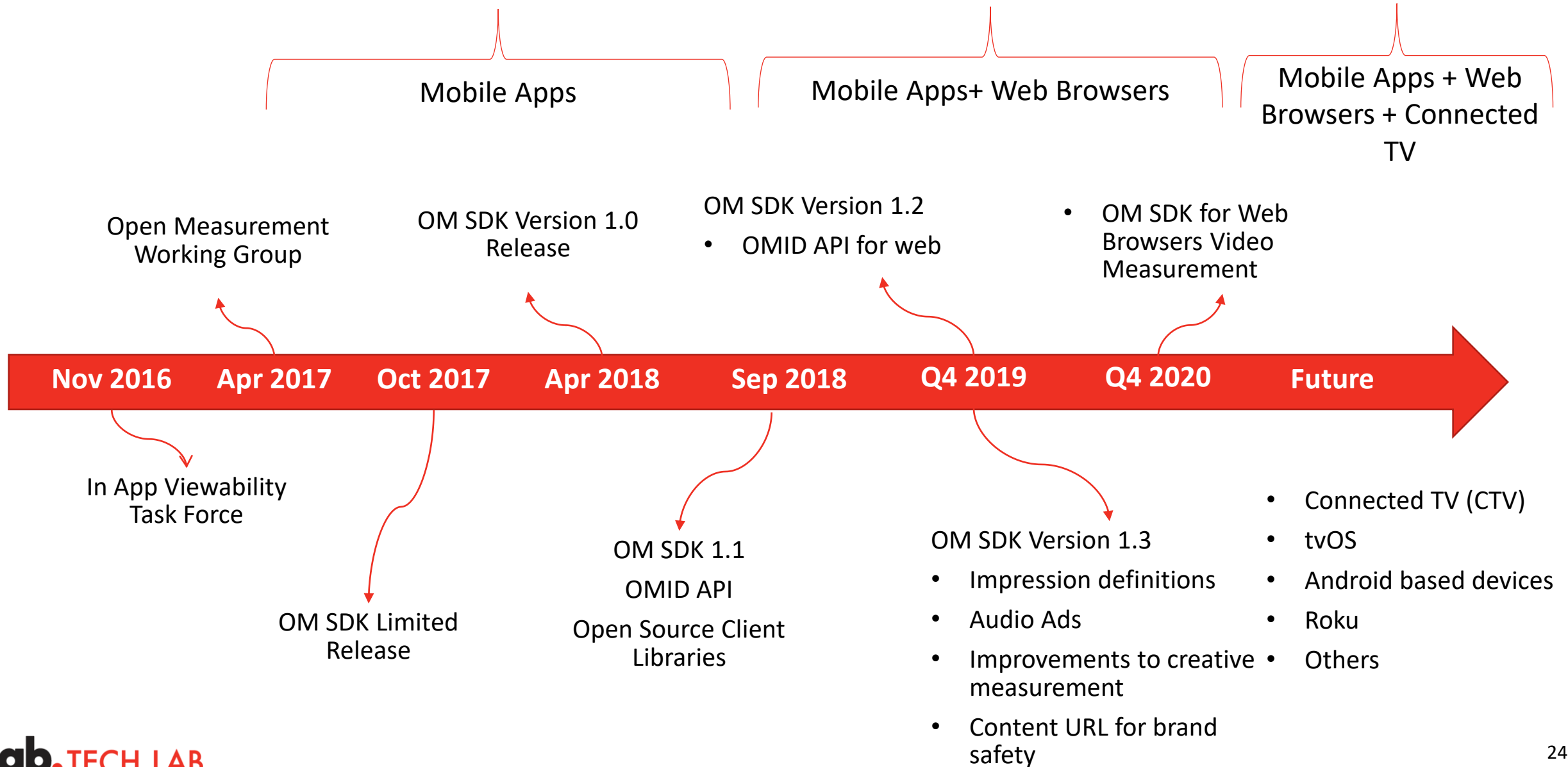
INMOBI

medialab.ai

A Bird's Eye View: Open Measurement Architecture



Full Cross Screen Coverage by 2021



Industry Panel and Q&A



Jessica Miles
Country Manager



Shailley Singh
VP of Product



Georgina Fox
Publisher Partnerships
& Supply Director



Ben Campbell
Director of Advertising
& Data Products

