



EUROPEAN VIEWABILITY INITIATIVE

Overview (August 2017)

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OUR MISSION

To ensure that harmonised best practice standards and guidelines are applied to the measurement and trading of viewable digital advertising across all markets in Europe (and beyond).

BACKGROUND CONTEXT

There have been industry wide calls to improve the quality of digital ad inventory and develop more robust digital measurement techniques. This is considered a vital step towards delivering more 'realistic' brand exposure metrics.

More accurate and consistent viewability measurement will help to establish a more reliable digital 'opportunity-to-see', supporting the need for enhanced comparability with TV and progress towards digital 'gross rating points'.

In turn, this initiative will help to address the following macro, industry goals:

- 1 RAISING MINIMUM QUALITY STANDARDS**
in digital advertising measurement for all stakeholders across Europe
- 2 MEASURING DIGITAL AD EXPOSURE**
which is deemed a key step towards increasing confidence in digital ad trading
- 3 ENHANCING THE (INTERNET) USER EXPERIENCE**
in the context of changing user expectations
- 4 IMPROVING CONFIDENCE**
in the digital ad environment

KEY OBJECTIVES OF INITIATIVE

PHASE 1 (2016-17)

1. Established the organisational structure to shape the overall direction of the initiative.
2. Created a set of European Principles designed to help reduce measurement discrepancies (and ensure results are comparable) between viewability measurement tools across the whole region.
3. Developed a European Viewability Certification Framework to ensure the companies owning the viewability tools are meeting the agreed set of standards outlined within the European Principles. This will be underpinned by a consistent and independent audit process.

PHASE 2 (2018+)

1. Devise a separate audit process to ensure that other companies and services (i.e. publishers, intermediaries, trading desks etc.) are integrating the measurement tools with the correct procedures and standards. This will be added to the overall Certification Framework once developed.
2. Evolve existing industry guidelines to define a viewable impression based on space and time.

ORGANISATIONAL STRUCTURE

EUROPEAN VIEWABILITY STEERING GROUP (EVSG)

The EVSG will be responsible for shaping the overall strategic direction of the initiative, ensuring relevance and value to all stakeholders across Europe.

EUROPEAN AUTHORITY (EA)

The ongoing management and implementation of the Certification Framework will be undertaken by a sub-body called The European Authority (EA) - resourced by representatives from EACA and IAB Europe. The EA will work in conjunction with national cross-industry or trade bodies to ensure the certification framework is implemented effectively in each market.



CERTIFICATION FRAMEWORK

The Certification Framework has been designed to create and facilitate a clear and consistent solution across all European markets - irrespective of the existing status quo. Viewability measurement companies will be able to obtain a European Seal, recognised across all markets, meaning that regional certification can be secured in any country with a participating national authority (e.g. JICWEBS in the UK) and an approved independent auditor (e.g. CESP in France).

The Certification will be underpinned by a clear set of Measurement Principles (see separate document) consisting of the following six modules:



In the interests of contributing towards the development of harmonised, global standards, the EVSG envisages that the European Framework will provide useful guidance for other regions or markets around the world seeking to develop similar solutions.

CERTIFICATION SEAL OF APPROVAL

Compliant viewability measurement vendors will gain a European Seal of Approval which will be recognised across participating markets and removes the need for costly and time consuming market-by-market certification.

The Seal will include logos from:

- The European Authority
- An independent auditor
- The national authority



KEY BENEFITS FOR ALL INDUSTRY STAKEHOLDERS

1

Significantly reduce viewability measurement discrepancies:

by ensuring the technical approach used to measure viewable impressions is consistent across all viewability tools based upon a standard, robust set of Principles - driving comparable results.

2

Towards a fully viewable digital advertising environment:

helping to support the quality proposition of viewable digital advertising inventory and significantly reducing payment for non-viewable impressions.

3

Improved transparency and value for all stakeholders (i.e. advertisers, agencies, publishers, measurement companies etc)

designed to deliver a positive impact across the whole industry - irrespective of business model, size or type of company.

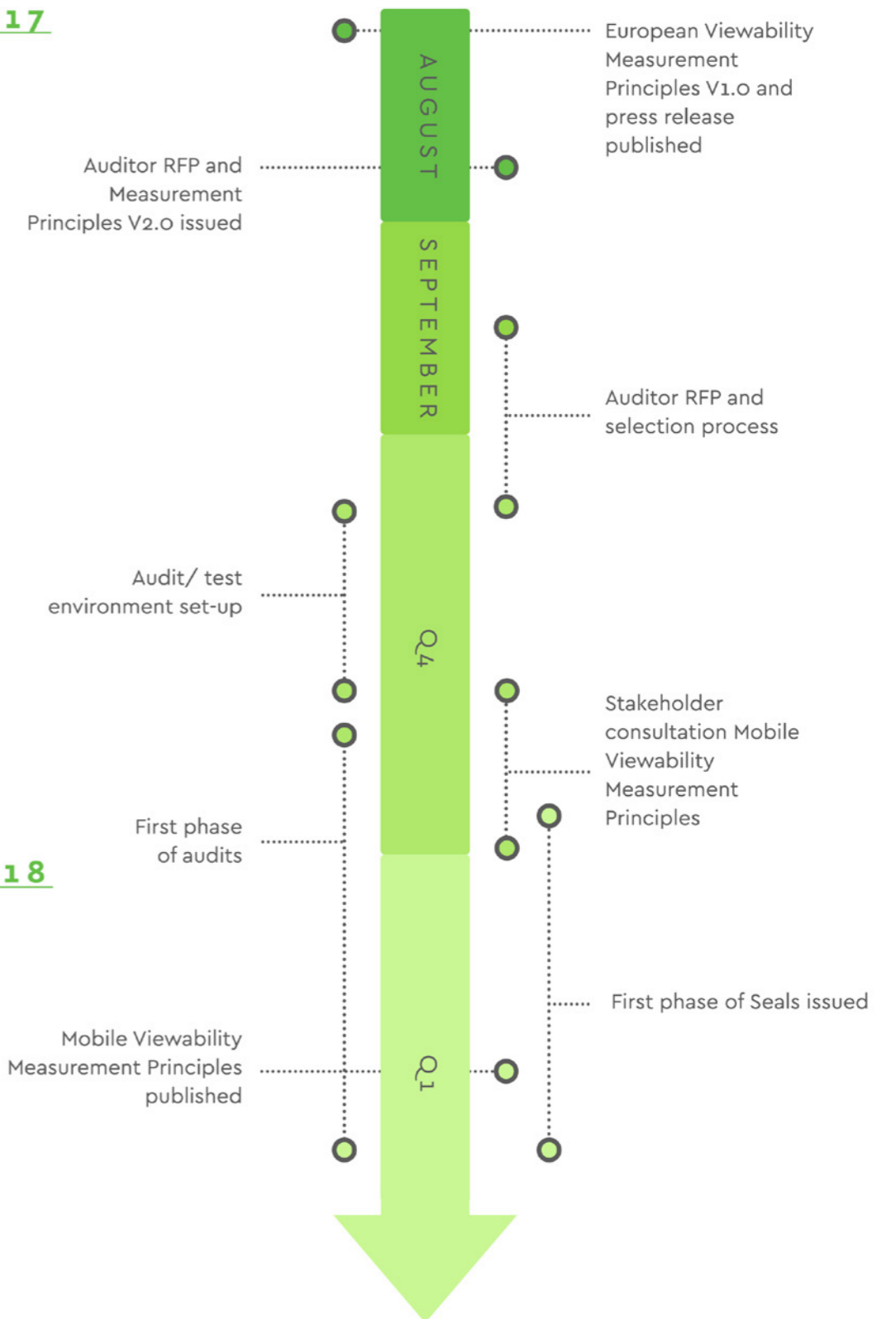
4

Harmonised multi-national approach:

giving confidence to all multi-national businesses that data is comparable across the European region and avoiding the need for disparate, costly national initiatives.

PHASE 1 ROADMAP

2017



2018

EVSG REPRESENTATIVES

IAB Europe:

Karim Attia, Chair Brand Advertising Committee, IAB Europe
Alison Fennah, Executive Business Advisor, IAB Europe
Suzanne McElligott, Board Member, IAB Europe and CEO, IAB Ireland
Tim Jones, Chair Research Committee, IAB Europe and International Research and Consumer Insight Lead, Oath

EACA:

Jon Chase, Chair Media Agencies Council, EACA
Dan Watson, Digital Director, Carat
Bethan Crocket, Digital Risk Director, GroupM

WFA:

Rob Dreblow, Global Head of Marketing Services, WFA
Sital Banerjee, Global Head of Media, Philips
Gerhard Louw, International Media Management & Digital Transformation, Deutsche Telekom

UK - JICWEBS (IPA, IAB UK, ISBA, AOP):

Nigel Gwilliam, Head of Media & Emerging Tech, IPA
Jon Mew, CEO, IAB UK

Germany - BVDW and AGOF:

Bjorn Kaspring, Executive Chairman, AGOF
Thomas Dühr, Vice President, BVDW

France - Digital Ad Trust (ARPP, Geste, IAB France, SRI, UDA, UDECAM):

Jean-Baptiste Rouet, UDECAM
Valérie Chavanne, Vice-President, IAB France
Hélène Chartier, Director General, SRI

Italy - UPA, IAB Italy and Assocom:

Anthony Cardamone, Assocom and IAB Italy
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