

MOBILE IN-APP

OM SDK MINI GUIDE

INTRODUCTION

At IAS we take measurement seriously, which is why in 2016 we spearheaded the Open Measurement Initiative as a way to push fragmented in-app measurement towards standardization. IAS transitioned governance of the initiative to the IAB Tech Lab, renaming it to the Open Measurement Working Group (OMWG) in early 2017. The OMWG manages the creation and adoption of the Open Measurement Software Development Kit (OM SDK), and IAS continues to maintain a leadership role in the OMWG Commit Group to drive the OM SDK forward.

The OM SDK facilitates third-party viewability and verification measurement for ads served to mobile app environments without requiring multiple ad verification service providers' SDK. Since its general availability in April 2018, Open Measurement has been utilized in our methodology for the majority of in-app impressions we measure, and is the global industry standard for the data collection necessary for in-app verification.

KEY BENEFITS OF THE OM SDK

The OM SDK works across different mobile platforms (iOS and Android) while standardizing and collecting data and signals required to be measured for ad verification purposes (e.g. impression, viewability). The OM SDK provides the collected data to any participating measurement provider, allowing publishers and app developers the ability to integrate one ad verification SDK and serve all measurement providers.

MOVING TO OM SDK BENEFITS EVERYONE IN THE INDUSTRY:

- Facilitates adoption, innovation, and troubleshooting with standardizing solution— say goodbye to black-box challenges!
- Equal data access to all vendors provides the scale to **measure 100% of ad buys**
- Improve accuracy and performance
- **Fraud-free delivery** with MRC accredited quality and reliability
- Lightweight, easy to integrate solution **protects user experience** due to reduced native footprint and memory utilization
- Reduced integration and maintenance efforts **improves developer experience**
- Eliminates conflict risk around vendor M&A
- **Reduced 3rd party tech risk** for walled gardens allows all sellers to partake

OM SDK ADOPTION

Since its inception, the OMWG now consists of over 200 working group members that represent more than 50 companies.

The OMWG Commit Group consists of: IAS, Google, Oracle, DoubleVerify, ComScore, Microsoft, Nielsen, and Pandora. Over 350 app publishers, broadcasters, SSPs, and video technology companies have been granted access for the integration.

In addition to the companies certified directly by IAS, the IAB Tech Lab and Commit Group have directly certified 50+ integrations. Certified companies are listed on the IAB TechLab site (<https://iabtechlab.com/compliance-programs/compliant-companies/>). The IAB has noted that the OM SDK is now available on billions of devices globally.

The foundational code set and libraries of the OM SDK is IAS's contribution to an industry striving for accurate, scalable, and effective measurement and verification of digital ads in mobile app environments. IAS works with both the buy- and sell-side to drive adoption forward. Alongside the member companies of the OMWG, IAS continues to drive the roadmap, contribute to the development of the OM SDK, and certify integrations.



In H1 2019, IAS mobile app impressions measured by the OM SDK **increased by 30%**

Action is required by the industry and users for adoption to occur.

Publishers have two routes to OM SDK measurement:

- Complete the certification process with IAB Tech Lab.
- OR**
- If you're already an IAS client, you can do a direct certification by working with your Integrations lead.

OM SDK FOR OPEN WEB



“The release of Open Measurement for Web Video finally brings a first-class measurement solution to all web video, extending Open Measurement offers our customers a single standard across web and mobile apps that is trusted, transparent, and secure.”

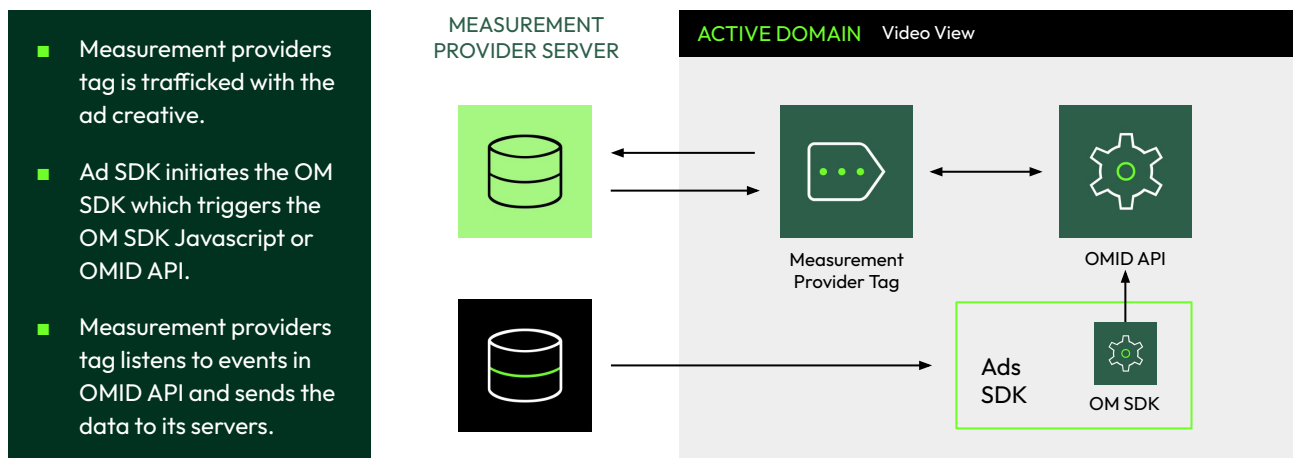
–Tom Sharma, Chief Product Officer, Integral Ad Science

The long-awaited OM SDK for Web Video is here! Available for implementation as of December 17th 2020, OM SDK for Web Video provides ad measurement within VAST without the pain points of VPAID. The Open Measurement Working Group developed the OM Web Video SDK to standardize the way that the Open Measurement Interface Definition (OMID) signals are collected in web video advertising, specifically in web video players that load and render viewable content exclusively through HTML5.

We’re going to break down all the key pieces of this release, but first let’s walk through how the OM SDK for Web Video works.

HOW IT WORKS

So we know that, just as with in-app, the OM SDK enables third party ad measurement by collecting signals related to ad impressions and events, those signals are sent by the OMID API and that data is sent back to the measurement provider. You can see the process illustrated below:



The OM SDK for Web Video supports all websites and applications that are solely delivered through HTML5 , including some Mobile and CTV web apps. Applications that use device native UI frameworks are not supported. OM SDK can be delivered and implemented using the IAB Video Ad-Serving Template (VAST) versions 2.0-4.1+. VPAID is not supported.

While OM SDK facilitates features like brand safety and fraud detection, logic for execution is not yet built-in. Measurement features like Brand Safety and Fraud Detection are performed by IAS measurement tags. Other features and events supported with the Web Video SDK are:

- 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 the page content URL in which the ad is being show to the user
- Another step towards replacing VPAID
- Cross Screen standardization and coverage

ACCESS MODES

On to the good stuff! As we mentioned earlier there are three different kinds of Access Modes that can be implemented when integrating to the OM SDK for Web Video - this is a choice on behalf of the publisher but IAS recommends enabling the “Creative Access Mode” as it gives all the measurement required and is a lighter lift for all parties.

CREATIVE ACCESS

Creative access mode is when a verification script can access the creative element (either in the same iframe or from a friendly iframe). This mode enables the measurement tags to directly measure and verify ad creatives. The JavaScript also functions as a conduit to deliver the measurement providers script to the video player.

DOMAIN ACCESS

In this mode, the measurement providers JavaScript tags load into a sandboxed IFrame with specific settings. This mode allows the publisher to restrict measurement providers JavaScript from access to the ad creative. At the same time it allows measurement providers to confirm the domain or publisher website on which the ad is being displayed. The publisher is required to host a file (OM SDK Domain Loader) on the publisher domain which is used to demonstrate a web page’s domain to the JavaScript loaded. Measurement scripts that load into any such sandboxed iframe cannot measure the ad creative directly and, as a result, require the OM SDK JavaScript to pass measurement events to measurement scripts via the API for OMID Client Libraries.

LIMITED ACCESS

In this mode, the measurement providers’ JavaScript tags load into a sandboxed IFrame. Measurement scripts that load into any such sandboxed IFrame cannot measure the ad creative directly and, as a result, require the SDK JavaScript to pass measurement events to the measurement scripts via the API for OMID Client Libraries. Due to the inability of measurement scripts to measure the creative directly or verify the domain, a measurement provider may not consider impressions valid from this access mode.

Publisher looking to update? Click [here](#) for the [Quick Start Guide for Publishers](#) and learn more about [The OM SDK for Web Video here!](#)

OMID 1.3

In July 2018, the IAB released OM SDK 1.2 and since then have been working to incorporate feedback and improve the SDK even further to make it easier to integrate and activate. This is a minor release, so it will still be compatible with verification scripts from earlier versions. Although minor in versioning, this release is major with multiple new and exciting impactful capabilities including:

BETTER CLASSIFICATION

New ad session and creative types are more clearly defined for more robust measurement of creatives.

IMPROVED TRANSPARENCY

Provides full support for the MRC 'Begin to Render' definition of impressions, giving integration and verification partners the capability to understand different impression types and determine how the event was triggered.

SIMPLIFIED INTEGRATIONS

The OM SDK activation method is now easier to use as the version check is no longer needed!

BRAND SAFETY SUPPORT

Content-level brand safety determines the content URL in which the ad is being shown to the user.

AUDIO AD SUPPORT

Prior to this update, there were only two creative (media) types recognized, with this update there will be four, with audio being considered a creative type and aligns with the MRC audio methodology.

FRIENDLY OBSTRUCTIONS SUPPORT

This upgrade supports the identification of Friendly Obstructions and their impact on viewability.

While all these features improve the scope and functionality of the OM SDK, the introduction of audio measurement and brand safety are especially exciting—with a huge impact on advertisers and publishers alike. If you're interested in learning more about this release and how to migrate, you can visit the OM SDK resource page at <https://iabtechlab.com/omsdk>, or reach out to omsdksupport@iabtechlab.com.

OPENRTB SIGNALS

The introduction of the OM SDK provides common code and libraries for facilitating in-app 3rd party measurement for major players like Verizon Media and Google, and adoption only continues to grow. In order to continue increasing adoption, we need programmatic technology platforms to implement the usage of the signals available to target OM SDK

measured inventory. This is an easy solve, as we have a standardized method for signaling the presence of OMID on an ad impression in both OpenRTB and AdCOM. However, it is difficult for an advertiser to explicitly target towards OM SDK inventory when buying programmatically if the OpenRTB signal is not enabled.

While some have adopted the OMID value in the OpenRTB bid request, there are still some that have not, which hinders streamlined measurement across all parties. SSPs and DSPs must signal to others that their impressions support Open Measurement by implementing OpenRTB signals. We believe most DSPs aren't making use of OpenRTB signals because they are concerned that by doing so, it will limit transaction volumes. However, with over 57 Open Measurement certified integrations, there is a significant amount of measurable inventory out there. Unfortunately, by not supporting the OpenRTB flag as an industry we are limiting targeting controls for advertisers.

Digital advertising isn't easy, and it definitely isn't cheap, which is why it is imperative that advertisers buy inventory that is inherently measurable so they aren't wasting valuable media budget on ads that were served to bots or weren't viewable. Not only that, but with the IAB deprecating VPAID, measurability will decrease, so adopting the OM SDK is crucial for continued and comprehensive measurement.

You can read more about OpenRTB support in the OM SDK [here](#).

OPENRTB SIGNALS BEST PRACTICES

Adtech is a team sport, in order for everyone to be set up for success we have to work together. This means we all need to better support standardized measurement on in-app, regardless of where you sit in the space. If you're an:

ADVERTISER	DSP	SSP	PUBLISHER
Encourage your DSP to support Open Measurement.	Support OMID signals in OpenRTB AND provide OMID targeting to Advertisers.	Integrate & certify OM SDK AND signal OMID in OpenRTB.	Integrate & certify OM SDK OR integrate SSP's SDK with Open Measurement supported.

HOW TO GET STARTED WITH IAS

If you are interested in the measurement of your mobile ads, follow these steps to get started.

1

Contact your IAS representative with creative to have tags created

- Display tags are wrapped via our single-tag solution
- Web video tags are wrapped with our VPAID wrapper
- In-app video tags are wrapped with our APP VAST wrapper

2

Distribute the wrapped display and/or video tags provided to you

3

View IAS reporting and optimize based on the results accessible in the Integral Platform

To find out more about how we can help you maximize your mobile campaigns, contact info@integralads.com

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