



Summary of Key Changes
Viewable Ad Impression Measurement Guidelines, Version 2.0
August 18, 2015

Version 2.0 of the MRC's *Viewable Ad Impression Measurement Guidelines* updates the original Version 1.0, as issued on June 30, 2014, to address certain areas identified since the *Guidelines*' initial release that have been found to impact viewable impression measurements. Many of these issues were identified through a series of reconciliation projects overseen by MRC that were designed to illuminate the causes for discrepancies in viewable impression counts among MRC-accredited vendors.¹

Below is a summary of the most noteworthy changes included in the updated version of the document; the page numbers noted refer to the pages in the Version 2.0 *Guidelines* on which the issue is addressed.

- **Mobile Viewable Impression Measurement** (pp. 1, 13): Specifies that these *Guidelines* are intended for desktop advertising measurement, and that MRC has issued separate Interim Guidance specific to mobile viewability measurement. Also notes that desktop viewable impression counts should be reported separately from mobile viewable impression counts.
- **Rendered Served Ad Impressions** (pp. 2, 12): Includes a definition of this term, and an explanation for why the basis for served ad counts used in viewability-related metrics calculations (the Measured Rate, specifically) should exclude served ads counted using a "Count on Decision" methodology.
- **Measurement of Multi-Ad Units** (p. 6): Specifies that ad units should be measured individually for viewability, regardless of whether and how they may be packaged together for monetization purposes.
- **Measurement when Multiple Measurement Tags Are Present** (p. 6): Note on how some measurers choose to not measure certain ads for viewability that also may be tagged for measurement by another vendor, or are served by an ad server other than the measurer. Disclosure of such situations is now a requirement.
- **Note on the Use of the Page Visibility API and the Flash-Based Throttle Indicator in Viewability Measurement Methods** (pp. 6-7): Calls attention to two tools available to viewability measurers that can provide evidence concerning the viewability of an ad in certain situations. While neither tool is sufficient as a standalone solution, the leveraging of these tools, when available, is encouraged to be included as part of measurers' viewability measurement methodologies.
- **Viewability Measurement when Other Ad Verification Functions are Also Performed** (p. 13): Emphasizes the need for consistency in when the viewable impression count should occur when other Ad Verification functions (such as

¹ A review of the findings of these reconciliation projects was issued by MRC on July 8, and can be found here: http://www.mediaratingcouncil.org/070815%20MRC%20Viewability%20Reconciliation%20Guidance_Detailed_Final.pdf.

consideration of site contextual issues, geographic targeting, or other criteria) are also applied.

- **Viewable Impression Reporting when Sophisticated Invalid Traffic Detection Processes are Also Applied** (p. 14): Refers to MRC's *Invalid Traffic Detection and Filtration Guidelines Addendum*, Appendix A (currently in draft), for specific guidance on how reporting of viewable impressions should be addressed when enhanced levels of invalid traffic filtration (referred to as "Sophisticated Invalid Traffic" filtration) are applied by the measurer.

Vendors currently accredited by MRC for viewable impression measurement will be required to be in compliance with the revised *Viewable Ad Impression Measurement Guidelines* within 60 days (as initially verified by an auditor walk through) in order to maintain their accreditations. Any accredited vendors found not to be in compliance with Version 2.0 of the *Guidelines* will have their accredited statuses suspended until such time they become compliant. Organizations not currently accredited for viewable impression measurement but seeking accreditation likewise will need to be in compliance prior to being granted accreditation.

Please visit www.mediaratingcouncil.org or the Making Measurement Make Sense (3MS) website, www.measurementnow.net, for more information.

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