



MRC Announces Release of Updated Digital Video Ad Measurement Guidelines

Updates Enhance Base Requirements for Measurement Practices for Digital Video Ads

New York, NY (June 29, 2018): The Media Rating Council (MRC) announced today the release of an updated version of the *IAB Digital Video Ad Impression Measurement Guidelines*. The document, which was authored by MRC in consultation with the IAB Tech Lab's Modernizing Measurement Task Force, was initially circulated in draft form for public comment in late 2017, and now is considered final.

The newly revised *Digital Video Ad Impression Measurement Guidelines* update the requirements for counting video ad impressions in a number of important respects. Not only are video ad counting practices now more fully aligned with those for digital display ads, the latter of which recently were updated to require a "begin to render" approach for base ad impression measurement, but the new video requirements also more fully address video-specific issues that have become more prevalent as the digital video ad ecosystem has evolved in recent years. Included among these is new guidance for measuring ad serving that utilizes Server Side Ad Insertion (SSAI) or Server-to-Server measurement approaches; consideration of progressive download and adaptive bitrate streaming implementations; and addressing video ads that appear in Over-the-Top (OTT) environments. Among the OTT-related concerns called out in these Guidelines are issues around measurement latency, continuous play measurement and reporting, "TV Off" measurement considerations, and OTT-specific inactivity rules and Invalid Traffic considerations. The newly revised guidelines also more fully address auto-play and forced duration disclosures.

"These updated guidelines are now equipped to address some critical issues in today's video environments," said George W. Ivie, MRC's Executive Director and CEO. "Among these, the new guidance on OTT platform measurement will better enable us to validate and accredit quality measurement in that rapidly emerging space."

MRC will allow for a one-year grace period for currently accredited measurement services to achieve compliance with these new guidelines, after which these requirements will be considered mandatory to maintain MRC accreditation.

The *Digital Video Ad Impression Measurement Guidelines*, which can be found at <https://bit.ly/2KuYsgQ>, represents the latest example of a newly established, routinized process to review and, as necessary, update existing measurement guidelines, which was created as an offshoot of the Making Measurement Make Sense (3MS) initiative.

About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to

disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at www.mediatingcouncil.org.

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