



CTV/ADVANCED TV REFERENCE DOCUMENT

KEY QUESTIONS TO ASK SUPPLIERS AND VENDORS

1

- Are you MRC accredited for CTV measurement?
- If so, for what creative types, platforms and IVT level?
 - If no, do you have plans to submit for MRC accreditation?

2

- How is latency accounted for in your CTV measurement?
- Do you monitor and periodically inspect the impacts of latency?

3

What efforts do you make to determine and disclose the impacts on ad and content of Continuous Play settings?

- Have you established inactivity rules for long sessions?
 - i. What are they and how were they determined?
 - ii. How are ads subject to inactivity rules treated and disclosed?
- How do you account for TV Off?
 - i. What have you disclosed about this?
 - ii. What efforts are you taking to study the impact of TV Off?

4

Do you apply full GIVT and/or SIVT to CTV?

- Have you performed IVT risk analyses specific to CTV?
- Do you have different IVT controls and rules for CTV?
- Do you have IVT measurement limitations in CTV?
- How do you manage false positives in IVT?
 - i. Do you get X-Forwarded origination information?

5

What Content Level Brand Safety capabilities and controls do you have in CTV.

- Do you have any Brand Safety measurement limitations in CTV?
 - i. Are you limited to app titles, ratings or reviews (property level)?

6

How do you account for and consider piracy and misappropriated content in CTV?

- How do you account for fraudulent, hacked or black-market apps in CTV?

7

Do you have CTV platform/hardware integrations and access?

- What is your CTV coverage?

8

Do you have active and passive techniques for detecting SSAI?

- Do you disclose, segregate and quantify SSAI?
- What controls do you have for compliant client-side and rendered counting of SSAI?
- Do you have server to server integrations for SSAI and what quality controls are applied?

9

Do you have general measurement limitations in CTV?

- What assets/techniques have you developed for CTV (pixel/VAST, JavaScript, Plug-In or SDK) and how prevalent are each?
- Do you have or are you developing CTV viewability capabilities?

10

What metrics do you produce for CTV measurement?

- How do these compare to standard digital and TV metrics?
- Do you have cross-media measurement capabilities and are metrics consistent?



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DEFINITIONS

CTV Connected TV (FKA OTT)

CTV Video, delivery of digital video to televisions via internet-connected devices; includes (OTT reporting definitions based on content):

- IP set top boxes that receive signals from digital video ad servers
- USB and HDMI multimedia devices
- Connected TVs
- Gaming consoles that do not require STB or converters

SSAI Server Side Ad Insertion

Server Side Ad Insertion, also referred as Ad Stitching or Dynamic Ad Insertion, developed by publishers as a solution to deliver video content and ads seamlessly (enhance user experience) and prevent ad blocking. Video content and video ads are typically served from different sources based on ad requests making ads easier to identify and measure. For SSAI, ads and content are integrated when served and no requests are made, which makes measurement more difficult.

IVT Invalid Traffic Filtration

Invalid Traffic (inclusive of non-human traffic) includes:

- Crawlers: basic and advanced crawler masquerading as legitimate user
- Malware or Malvertising: that leads to Hijacked devices or sessions and Botnets
- Data-center traffic: Using Amazon (AWS), Google, Microsoft or smaller scale data centers for Robots, Botnets & Hosting
- Hidden ads: (also called pixel stuffing or ad stacking) either placing ads in one-pixel-by-one pixel windows or stacking layers of ads one on top of the other. Videos can also be stuffed into 1x1 or looped.
- Misattribution: Cookie stuffing, placement of alternative cookies without consent, and ad injection

IVT are categorized by:

General Invalid Traffic (GIVT): includes traffic identified through routine means of filtration, such as bots, spiders, other crawlers, non-browser user agent headers, etc.

Sophisticated Invalid Traffic (SIVT): includes traffic identified through advanced analytics, multipoint corroboration, human interventions, such as hijacked devices, ad tags, or creative, hidden/stacked/covered ads, invalid proxy traffic, adware, malware, misappropriated content, etc.

CONTINUOUS PLAY

- Content may keep playing without user interaction or a user being present
- Must disclose impact of ads served under these conditions
- Must establish inactivity rules to end unnaturally long sessions; therefore devices with view screen off can be detected through this mechanism
- Lack of direct linkage between TV/Device state and Content/Ad OTS – On/Off, Continuous play, audio presence, latency, etc.

TV OFF

- Devices can be independently powered and therefore devices with view-screen off can behave like active sessions
- Services must take active steps to detect TV Off conditions