



# **Networks & Exchanges Quality Assurance Guidelines**

**Released June 2010**

**The IAB Networks & Exchanges Committee has developed these Guidelines.**

**About the IAB's Networks & Exchanges Committee:**

The IAB Networks and Exchanges Committee is comprised of senior leaders of ad networks and ad exchanges that are general member companies. The committee is dedicated to furthering the interests of ad networks and ad exchanges in today's complex ad marketplace. Committee objectives are to foster the highest standards of professionalism and accountability in relationships with publishers, advertisers and the agency community, to develop programs that enable revenue growth, and to create best practices that protect consumers and the industry. A full list of Committee member companies can be found at:

[http://www.iab.net/networks\\_and\\_exchanges\\_committee](http://www.iab.net/networks_and_exchanges_committee)

**This document can be found on the IAB website at:**

[http://www.iab.net/ne\\_guidelines](http://www.iab.net/ne_guidelines)

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## **Executive Summary**

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The current ad networks and ad exchanges marketplace is complex and confusing. Over 1 million web sites carry advertising, and there are reports of 300+ ad networks and ad exchanges. Web page content can change constantly and dynamically. The IAB Quality Assurance Guidelines are intended to demystify ad networks and ad exchanges. These guidelines are designed specifically for networks & exchanges who are principals in transactions with marketers and agencies. It is important to note that these guidelines do not apply to ad exchanges that are technology platforms only, providing tools to enable direct media buying and selling between participants.

IAB Networks & Exchanges Quality Assurance Guidelines address 2 key objectives for the buying community:

Provide detailed information for:

- Acquiring Inventory
- Contextual Taxonomy & Targeting
- Inventory Vetting
- Data Disclosure

Eliminate confusion through a common vocabulary for:

- Targeting
- Data

Networks & Exchanges that voluntarily agree to be certified against these guidelines are providing marketers & agencies with a standardized approach that is designed to make buying easier and to give increased control over where ads are placed. Marketers & Agencies will have greater brand safety assurances that ads will not appear next to content that they decide is inappropriate. For the first time, the US ad networks and ad exchanges market will be giving advertisers consistent and standardized information, serving to build greater marketplace trust.

## Acquiring Inventory

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The following inventory framework and definitions make it easier for networks & exchanges to become more transparent. The framework also makes it easier for advertisers to value impressions regardless of the publisher's level of transparency.

In order to be considered in compliance with these guidelines a network or exchange must utilize the inventory framework when selling all types of digital display media.

The framework acknowledges and allows for non-transparent transactions, but compliance requires that all inventory sold will be labeled so that advertisers can accurately assign value and/or assess risk.

### Inventory Framework and Definitions

Each agreement (e.g. insertion order/IO, campaign, or buy) is represented by the network or exchange to the advertiser on these four criteria. The advertiser can reasonably expect that every impression run under the agreement meet the criteria represented.

If any network or exchange within a single agreement sells an array of inventory with multiple levels of transparency, the agreement must be structured to separate the inventory into different line items. If the inventory is not separated into different line items, then it must be assigned the rating of the least transparent impression(s) sold in the agreement.

The detailed criteria regarding inventory that appear below are comprehensive in scope and fully descriptive of the kinds and sources of inventory available for transaction.

#### Criteria:

##### 1) **Source level transparency**

- Refers to the level of disclosure the network or exchange provides the advertiser about the source of its inventory, as follows:
  - A. *Full real-time disclosure*: the network or exchange passes the advertiser the exact URL of actual location of the ad with each ad call. The exact, full URL is passed at the moment of impression so the advertiser can utilize the URL in the ad serving work flow to determine various serving decisions which may include valuation and creative selection.
    - In order to be considered full real-time disclosure, the URL of the page with the actual content must be passed (not merely the iframe that contains only the ad).

- B. *Full disclosure (certain site list)*: the network or exchange provides the advertiser a complete disclosure of all websites prior to running impressions (at least specifying the domain name) where ads *may* run.
  - This list contains a comprehensive list of websites where the advertiser may run. The advertiser will not necessarily run on all sites listed, but the advertiser will not run on any sites other than those listed.
- C. *Partial disclosure (representative site list)*: the network or exchange provides the advertiser a list of some of the sites where ads *will* run.
  - This list contains a representative list of websites where the advertiser will run. The advertiser may run on sites other than those listed. The advertiser will not necessarily run on all sites listed.
- D. *Minimal or No disclosure (blind/no site list)*: the network or exchange provides the advertiser little or no disclosure of where ads run; no site list provided.
  - Categorical or contextual site-level disclosure, i.e. “automotive sites” is the same as no disclosure.

All types of disclosure aside from real-time disclosure should be disclosed *before* impressions are run. Each agreement between advertisers and networks & exchanges should specify the terms by which a network & exchange can update the site list (if at all).

With *full real-time disclosure* the URL must be passed to the next server in a data field that ensures the advertiser has access to the actual location of a given page’s content and not the location of a publisher iframe or container. Networks & Exchanges adhering to these guidelines must pass the content URL without modification.

## 2) **Source relationship transparency**

- Refers to the level of disclosure the network or exchange provides the advertiser about the relationship it has with the owner of the inventory, as follows:
  - A. *Direct*: the agreement to acquire publisher inventory is made by a network or exchange directly with the publisher or an authorized publisher agent (APA).
    - An Authorized Publisher Agent (APA) is defined as a qualified third-party representative of the site’s inventory, with a representation agreement between agent and publisher.
      - A publisher may choose to have one exclusive APA to provide more control over its inventory
      - A publisher can also have more than one authorized agent per site/domain (sub domains do not constitute a new site)
      - The designation of APA must be assigned by the Publisher / Site Owner

- The title of APA may not be transferred from one APA to another agent
  - There must be a direct contractual and/or financial relationship between the APA and publisher
  
  - Example: Site A partners with a company that is acting as an APA to manage its non-reserved inventory. The APA offers site A's inventory to 3rd party networks on a site specific basis. Networks B and C contract with APA to purchase inventory from Site A. In this case, Site A inventory acquired by Networks B and C is treated as Direct. Network C resells this inventory to Networks D and E. In this case, Site A inventory now being accessed by networks D and E is not direct (indirect).
- B. *Indirect*: agreement to acquire publisher inventory is made by the network or exchange with a party other than the publisher or the authorized publisher agent

*Describing the source relationship transparency is only required if the source level transparency is something other than Full Real-time Disclosure.*

### 3) **Content level transparency**

- Refers to the level of disclosure the network or exchange provides the advertiser about the type of content surrounding its inventory, also known as contextual classification.

Contextual classification may be disclosed at a page, section or site level but must be labeled at the lowest common denominator for that page, section or site. The following characteristics must be disclosed for each transaction and must be accurate for the level of targeting:

- a. User Generated Content (yes/no/unknown)
  - For the purposes of these guidelines, User Generated Content (UGC) is defined as forums as well as the uploading by users of video, audio or photographic content that is either user-created or created by a third-party.
- b. Unmoderated UGC (yes/no/unknown)
  - see Exhibit C for definition
- c. Extreme Graphic/Explicit Violence (yes/no/unknown)
  - see Exhibit C for definition
- d. Pornography (yes/no/unknown)
  - see Exhibit C for definition
- e. Profane Content (yes/no/unknown)
  - See Exhibit C for definition
- f. Hate Content (yes/no/unknown)

- See Exhibit C for definition
- g. Privacy policy (yes/unknown)

*Information is not to be passed in real-time unless the source level transparency is “full real-time disclosure”.*

#### 4) **Placement details transparency**

- Refers to the level of disclosure the network or exchange provides the advertiser about placement-level characteristics, as follows:
  - a. Ad positioning (above-the-fold/below-the-fold/unknown)
  - b. Ad tag acceptance descriptors (yes/no/unknown)
    - Accepts expandable creative
    - Rich media properties
    - Behavior within the creative (i.e. host- or user-initiated)
  - c. Accepts video advertising (yes/no/unknown)
    - video must include audio controls and default to audio off

*Information is not to be passed in real-time unless the source level transparency is full real-time disclosure as defined in these guidelines (see p. 4, Source level transparency).*



## Contextual Taxonomy & Targeting

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The following section outlines a common content categorization structure and definition. The outline describes both the type of content and the level of targeting to which the definition applies. This section addresses the following requirements:

- Contextual
  - Define a taxonomy that defines content categories for advertisers
  - Establish to what level of depth these contextual definitions apply
- Targeting
  - Determine the targeting depth for these content types

### Contextual Taxonomy Tiers

Certified networks & exchanges must comply with the top 2 tiers of the IAB Contextual Taxonomy (see **Exhibit A**). Sub-categories below Tier 2 are to be defined and maintained by individual companies as shown in the table below.

	Definition	# of Categories
<b>Tier 1</b>	Primary content definition for the category/site/section page. This level defines the general category of the content. <b>Established standard defined.</b>	23 content categories (+ unassigned)
<b>Tier 2</b>	Secondary content level, nested under Tier 1. <b>Established standard defined.</b>	371 content categories (+ blind/no site list)
<b>Tier 3+</b>	Sub-categories nested under Tier 1 and 2. <b>Defined and maintained by individual companies.</b>	Infinite content categories

- A Taxonomy Steering Committee will be established as a subgroup of the IAB Networks and Exchanges Steering Committee to review matters pertaining to the established taxonomy structure.
- The Taxonomy Steering Committee will maintain an application and review process that allows certified networks & exchanges to petition for the inclusion of new content categories into the existing taxonomy/contextual structure.
- Quarterly, the Taxonomy Steering Committee will review all content categories submitted for inclusion in the approved taxonomy/contextual structure. The Taxonomy Steering Committee will review the submissions, and decide whether to accept or reject the submitted content category for inclusion into the approved taxonomy structure, with results made available.

## Contextual Targeting Levels

In addition to content category, the content level being targeted must be defined. The table below explains the targeting hierarchy - ranging from the multi-site level to the individual units on the page. These guidelines do not require certified networks & exchanges to offer all targeting levels.

	Definition
<b>Category/Portal Level</b>	Target a grouping of sites within a specific buy
<b>Site Level</b>	Targeting to endemic sites where the majority of the content is on a specific topic that can be targeted at site level
<b>Site Section Level</b>	Subsections of sites are classified into subordinate categories
<b>Page Level</b>	Pages within a web site (determined using a semantic or contextual engine)
<b>Unit Level (widget, video, image, text, other)</b>	This type of targeting classifies every element on a "page" into one of the defined categories. Text content identified by semantic or contextual search engine; Video and image content identified by metatags.
<b>None</b>	Not targeting content but targeting users.

## **Taxonomy**

Certified networks & exchanges must categorize content within the structure of the IAB Contextual Taxonomy (see **Exhibit A**). This categorization structure was developed in consultation with taxonomy experts from academia, ad measurement companies, and members of the IAB Networks & Exchanges Committee. The IAB Contextual Taxonomy is dynamic and refreshing it will be an ongoing process. The taxonomy is intended to capture the breadth of available online content and present a clear and consistent framework to advertisers. It is meant to be inclusive of all certified networks & exchanges' content offerings and updated as content offerings may change or develop over time. It does not require certified networks & exchanges to offer all content areas: it is solely a structure into which they can classify their content.

Certified networks & exchanges can choose to use a different taxonomy as long as the taxonomy can be clearly mapped back to the taxonomy outlined within this document and explained to and understood by an advertiser with sufficient detail. For example, if Network A has a Recreation category, it must be able to explain how this maps back to the Tier 1 Sports category and corresponding Tier 2 categories.

## **Taxonomy Rules**

Certified networks & exchanges are responsible for the categorization of content into the established taxonomy structure. Content can be categorized into a single PRIMARY (Tier 1) category and *up to 3* SECONDARY (Tier 2) categories. The network or exchange must be able to provide an advertiser with the category of requested content and the level of categorization (Tier 1, Tier 2, Tier 3) being indicated.

## Exhibit A: IAB Contextual Taxonomy

**Note:** The following taxonomy was developed in consultation with taxonomy experts from academia, ad measurement companies, and members of the IAB Networks & Exchanges Committee.

■ = Tier 1 Categories    ■ = Tier 2 Categories

Arts & Entertainment		Automotive		Business		Careers		Education		Family & Parenting																																																																																																						
Books & Literature	Celebrity Fan/Gossip	Fine Art	Humor	Movies	Music	Television	Auto Parts	Auto Repair	Buying/Selling Cars	Car Culture	Certified Pre-Owned	Convertible	Coupe	Crossover	Diesel	Electric Vehicle	Hatchback	Hybrid	Luxury	MiniVan	Motorcycles	Off-Road Vehicles	Performance Vehicles	Pickup	Road-Side Assistance	Sedan	Trucks & Accessories	Vintage Cars	Wagon	Advertising	Agriculture	Biotech/Biomedical	Business Software	Construction	Forestry	Government	Green Solutions	Human Resources	Logistics	Marketing	Metals	Career Planning	College	Financial Aid	Job Fairs	Job Search	Resume Writing/Advice	Nursing	Scholarships	Telecommuting	U.S. Military	Career Advice	7-12 Education	Adult Education	Art History	College Administration	College Life	Distance Learning	English as a 2nd Language	Language Learning	Graduate School	Homeschooling	Homework/Study Tips	K-6 Educators	Private School	Special Education	Studying Business	Adoption	Babies & Toddlers	Daycare/Pre School	Family Internet	Parenting - K-6 Kids	Parenting Teens	Pregnancy	Special Needs Kids	Eldercare																																				
Health & Fitness		Food & Drink		Hobbies & Interests		Home & Garden		Law, Gov't & Politics		News																																																																																																						
Exercise	A.D.D.	AIDS/HIV	Allergies	Alternative Medicine	Arthritis	Asthma	Autism/PDD	Bipolar Disorder	Brain Tumor	Cancer	Cholesterol	Chronic Fatigue	Syndrome	Chronic Pain	Cold & Flu	Deafness	Dental Care	Depression	Dermatology	Diabetes	Epilepsy	GERD/Acid Reflux	Headaches/Migraines	Heart Disease	Herbs for Health	Holistic Healing	IBS/Crohn's Disease	Incest/Abuse Support	Incontinence	Infertility	Men's Health	Nutrition	Orthopedics	Panic/Anxiety	Disorders	Pediatrics	Physical Therapy	Psychology/Psychiatry	Senior Health	Sexuality	Sleep Disorders	Smoking Cessation	Substance Abuse	Thyroid Disease	Weight Loss	Women's Health	American Cuisine	Barbecues & Grilling	Cajun/Creole	Chinese Cuisine	Cocktails/Beer	Coffee/Tea	Cuisine-Specific	Desserts & Baking	Dining Out	Food Allergies	French Cuisine	Health/LowFat Cooking	Italian Cuisine	Japanese Cuisine	Mexican Cuisine	Vegan	Vegetarian	Wine	Art/Technology	Arts & Crafts	Beadwork	Birdwatching	Board Games/Puzzles	Candle & Soap Making	Card Games	Chess	Cigars	Collecting	Comic Books	Drawing/Sketching	Freelance Writing	Genealogy	Getting Published	Guitar	Home Recording	Investors & Patents	Jewelry Making	Magic & Illusion	Needlework	Painting	Photography	Radio	Roleplaying Games	Sci-Fi & Fantasy	Scrapbooking	Screenwriting	Stamps & Coins	Video & Computer Games	Woodworking	Appliances	Entertaining	Environmental Safety	Gardening	Home Repair	Home Theater	Interior Decorating	Landscaping	Remodeling & Construction	Immigration	Legal Issues	U.S. Government Resources	Politics	Commentary	International News	National News	Local News

# IAB Networks & Exchanges Quality Assurance Guidelines

■ = Tier 1 Categories   ■ = Tier 2 Categories

Personal Finance		Society	Science	Pets	Sports		Style & Fashion
Beginning Investing Credit/Debt & Loans Financial News Financial Planning Hedge Fund Insurance Investing Mutual Funds Options Retirement Planning Stocks Tax Planning	Dating Divorce Support Gay Life Marriage Senior Living Teens Weddings Ethnic Specific	Astrology Biology Chemistry Geology Paranormal Phenomena Physics Space/Astronomy Geography Botany Weather	Aquariums Birds Cats Dogs Large Animals Reptiles Veterinary Medicine	Auto Racing Baseball Bicycling Bodybuilding Boxing Canoing/Kayaking Cheerleading Climbing Cricket Figure Skating Fly Fishing Football Freshwater Fishing Game & Fish Golf Horse Racing Horses Hunting/Shooting Inline Skating Martial Arts Mountain Biking NASCAR Racing Olympics Paintball	Power & Motorcycles Pro Basketball Pro Ice Hockey Rodeo Rugby Running/Jogging Sailing Saltwater Fishing Scuba Diving Skateboarding Skiing Snowboarding Surfing/Bodyboarding Swimming Table Tennis/Ping-Pong Tennis Volleyball Walking Waterski/Wakeboard World Soccer	Beauty Body Art Fashion Jewelry Clothing Accessories	
Technology & Computing		Travel	Real Estate	Shopping	Religion and Spirituality		Uncategorized
3-D Graphics Animation Antivirus Software C/C++ Cameras & Camcorders Cell Phones Computer Certification Computer Networking Computer Peripherals Computer Reviews Data Centers Databases Desktop Publishing Desktop Video Email Graphics Software Home Video/DVD Internet Technology Java	JavaScript Linux Mac OS Mac Support MP3/MIDI Net Conferencing Net for Beginners Network Security Palmtops/PDAs PC Support Portable Entertainment Shareware/Freeware Unix Visual Basic Web Clip Art Web Design/HTML Web Search Windows	Adventure Travel Africa Air Travel Australia & New Zealand Bed & Breakfasts Budget Travel Business Travel By US Locale Camping Canada Caribbean Cruises Eastern Europe Europe France Greece Honeymoons/Getaways Hotels Italy Japan Mexico & Central America National Parks South America Spas Theme Parks Traveling with Kids United Kingdom	Apartments Architects Buying/Selling Homes	Contests & Freebies Couponing Comparison Engines	Alternative Religions Atheism/Agnosticism Buddhism Catholicism Christianity Hinduism Islam Judaism Latter-Day Saints Pagan/Wiccan	Blind/no site list	

## Inventory Vetting

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Inventory Vetting establishes the following:

- Rating system for website content
- Descriptions for non-standard website content and non-standard site characteristics
- Descriptions regarding illegal content prohibited from sale

The following definitions will be used by all certified networks and exchanges:

- Ratings system to be applied to all member websites, based on the following broad groupings (see **Exhibit B**):
  - All Audiences
  - Everyone over 12
  - Mature Audiences
    - Networks & Exchanges recognize that they may need to provide additional rating level(s) within the Mature Audiences category
- Descriptions for non-standard website content and non-standard site characteristics (see **Exhibit C**):
  - Unmoderated UGC
  - Extreme Graphic/Explicit Violence
  - Pornography
  - Profane Content
  - Hate Content
  - Under Construction
  - Incentivized
- Descriptions regarding illegal content prohibited from sale (see **Exhibit D**):
  - Illegal Content
  - Warez
  - Spyware/Malware
  - Copyright Infringement

Ratings are standardized across all certified networks & exchanges with compliance outlined in the Compliance section of this document. The site rating is determined when the site first joins the network or exchange. The review involves vetting the site against the list of non-standard content and characteristics descriptions provided in Exhibit C. To ensure that site ratings stay current, a statistically valid sample size of publishers is reviewed on a quarterly basis as part of the internal audit outlined in the Compliance section of this document. By taking a statistically valid sample size, advertisers are assured with a reasonably high level of confidence that the rating system is being upheld. Certified networks & exchanges maintain the option to use a 3<sup>rd</sup> party rating service as long as the 3<sup>rd</sup> party complies with the guidelines established. Ultimately, it is the network's or exchange's responsibility to maintain and certify compliance.

Certified networks & exchanges are required to internally sample their sites until such time as they hit their pre-determined confidence level (the required confidence level is at least 90%). In the case the confidence level is not achieved, the process below must be followed:

- Review and re-categorization of publishers in accordance with established guidelines
- Complete re-test of inventory at or above pre-determined confidence level
- Record each test result as proof of the internal audit

Please refer to **Exhibit E** for statistical table for site sampling.

Ratings must match the level of targeting provided by network or exchange. For example, if a network or exchange is targeting an entire site, the rating must be provided for the entire site. A network or exchange is to represent to advertisers any circumstances where a limited section of a publisher's inventory is deemed non-standard yet the advertiser may appear on pages where standard content appears.

Ad exchanges may pass along represented publisher ratings from certified networks or exchanges to advertisers. If the ad exchange or ad network does not know or cannot assign a rating, the inventory will be stated as "unknown/undisclosed".

## **Exhibit B: Online Media Rating System**

The following ratings are to be applied to all content partners' websites:

- All Audiences
- Everyone over 12
- Mature Audiences

The following are definitions of the three rating categories:

- "All Audiences" is defined as "Appropriate for all segments of the general public (all of the following must apply): no profanity, sexual content, violence depictions of alcohol, tobacco, weapons, gambling or drug use."
- "Everyone over 12" is defined as "May contain material considered inappropriate for young children. Any of the following may be present: implicit references to vulgar language, kissing, violence to animated characters, journalistic references to alcohol, tobacco, weapons, gambling, or drug use."
- "Mature Audiences" is defined as "May contain material suitable only for mature audiences. Any of the following may be present: profanity, provocative images, nudity, violence to human beings or animals, depictions of alcohol, tobacco, weapons, gambling or drug use, etc."



### **Exhibit C: Types of Non-Standard Content and Non-Standard Site Characteristics**

	<b>Description</b>
<b>Extreme Graphic/ Explicit Violence</b>	The depiction of especially vivid, brutal and realistic acts of violence. It may be real, simulated live action, or animated. Graphic and/or Explicit Violence goes beyond lesser forms of violence due to its clear and unabashed nature of the violence portrayed.
<b>Pornography</b>	Sexually explicit material whose primary purpose is designed to produce sexual arousal. Types of content can include, but is not limited to, representations of sexual acts and exposed body parts, sexual coercion, and illegal sexual acts.
<b>Profane Content</b>	Excessive or inappropriate use of profane language
<b>Hate Content</b>	Speech or hate graphic content
<b>Under Construction</b>	Sites that are under construction
<b>Incentivized</b>	Sponsor "incentivized clicks," or "pay-to-surf" programs
<b>Unmoderated UGC</b>	UGC sites that do not have a clear set of posted guidelines on what type of content is acceptable and do not take an active position in reviewing content for compliance with posted guidelines. For the purposes of these guidelines, User Generated Content (UGC) is defined as forums as well as the uploading by users of video, audio or photographic content that is either user-created or created by a third-party.

**Exhibit D: Illegal Content Prohibited for Sale**

	<b>Description</b>
<b>Illegal Content</b>	Content related to engaging in, promoting or facilitating illegal or legally questionable activities such as drugs, bombs, theft, and online pirating, hacking, spamming, and infecting as governed by United States Federal law.
<b>Warez</b>	P2P, torrent sites, illegal music downloads, pirated software
<b>Spyware/Malware</b>	Distribute or promote spyware or malware
<b>Copyright Infringement</b>	Infringes on copyrights (for example by hosting and streaming infringing copyrighted content).

**Exhibit E: Statistical Table for Site Sampling**

The table below shows the different sample sizes required at three different confidence levels with a margin of error of 5%. The required confidence level is at least 90%.

An example of how to interpret the table is as follows: let's say you are conducting a poll to determine the percentage of "unsafe sites". If you have a pool of 250 sites, and you want to be 95% confident in the results then you will have to check 152 sites. If after you checked this sample, you didn't find any unsafe site, you would then be able to say that you are 95% confident that the actual percentage of unsafe sites in your network is null - with a margin of error of 5%.

<b>Sample size with a 5% margin of error</b>			
	<b>Sample Sizes @ Confidence Level</b>		
<b># of Sites</b>	<b>90%</b>	<b>95%</b>	<b>99%</b>
100	74	80	87
250	131	<b>152</b>	182
500	176	217	286
1,000	214	278	400
2,500	245	333	526
5,000	257	357	588
10,000	264	370	624
25,000	268	378	648
50,000	270	381	657
100,000	270	383	661

**Note:** The above table was developed using statistical probabilities of a normal distribution. For further information, please see: [http://en.wikipedia.org/wiki/Normal\\_distribution](http://en.wikipedia.org/wiki/Normal_distribution)

## Data Disclosure

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In order to be considered in compliance with these guidelines, a network or exchange must provide disclosure to publisher partners when leveraging their data for off-site behavioral targeting and to advertisers when using third party data. Specifically in the following manner:

1. When leveraging data from a publisher's site to aggregate behavioral data for the purposes of off-site behavioral targeting of advertisers, a certified network or exchange must have a contractual agreement with the publisher in which consent is explicitly given to aggregate behavioral data for the purposes of using this information for behavioral targeting of advertisers off the publisher's site. This will confirm that advertisers and agencies can be reassured that data collected by the network or exchange for targeting purposes on their campaign has been done so in a transparent manner with the publisher's full permission.
2. When buying Third-party Data (see glossary) from a Data Aggregator (see glossary), a certified network or exchange shall make available to the advertiser which data aggregators may be used for a given advertiser's campaign but not specific to each campaign.

The Data Disclosure to publishers, as applicable, shall be made in the network or exchange's standard Affiliate Agreement with publisher partners.

The Data Disclosure to advertisers, as applicable, shall be disclosed in writing prior to the execution of the campaign. This can be done within the proposal, or in the IO executed between the agency/advertiser and network/exchange.

Generally, any business entity working with a network or exchange should understand what data is being leveraged. The principle of this section is not to dictate data ownership, but rather to provide guidelines of proper disclosure and transparency between networks and exchanges and their partners.

Given this general principle, it is highly recommended that networks and exchanges urge similar data disclosures on the part of any advertiser or agency partners.

## Compliance

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These guidelines are voluntary. Networks & exchanges that choose to self-certify must follow the minimum guidelines outlined in the previous sections of this document as well as the standard terms and conditions in **Exhibit K** attached hereto and reference below:

- Acquiring Inventory: accurately label inventory in accordance with established content framework along 4 criteria:
  - Source level transparency
  - Source relationship transparency
  - Content level transparency
  - Placement details transparency
- Contextual Taxonomy & Targeting: accurately categorize content in accordance with Tiers 1 & 2 of IAB Contextual Taxonomy in **Exhibit A**, and specify the depth (e.g. site level vs. page level) of categorization
  - Network or Exchange can choose to use a different taxonomy as long as the taxonomy can be clearly mapped back to the taxonomy outlined within this document and explained to and understood by an advertiser with sufficient detail. For example, if Network A has a Recreation category, it must be able to explain how this maps back to the Tier 1 Sports category and corresponding Tier 2 categories.
- Inventory Vetting: accurately label content in accordance with established guidelines as explained in **Exhibits B and C**
  - There is no requirement for the individual(s) responsible for content/site labeling to be separate or independent from each network and exchange’s existing publisher team or process for site labeling
- Data Disclosure: provide disclosure to publisher partners who are contributing data and to advertisers when using third party data
- **Exhibit F** provides a compliance checklist

### Compliance Officer

- To ensure that networks and exchanges obtain self-certification and continue to maintain this self-certification through compliance with these guidelines, a quarterly internal audit will be conducted by a “compliance officer” to be appointed by each network or exchange
- To ensure appropriate compliance testing and assessment, the compliance officer should:
  - Have reporting relationships whereby compliance assessments are not influenced or biased by operations personnel being tested for compliance

- Have adequate technical training and proficiency in testing and assessing compliance
- Have adequate knowledge of the subject matter covered within these guidelines within the network and exchange organization
- Have an independence in mental attitude with regard to compliance assessments:
  - Maintaining intellectual honesty and impartiality
  - Objectively considering facts using unbiased judgment
  - Exercise due professional care in performing self-certification tasks as described below
- Recognizing that companies of various sizes and resources will be involved in compliance for the IAB Quality Assurance Guidelines for Networks and Exchanges, these guidelines deliberately do not specify:
  - the job title required to be appointed Compliance Officer
  - the number of people/internal resources required to execute an internal audit
- The Compliance Officer and his/her team is responsible for the following:
  - Attending IAB compliance training (in person or online)
  - Educating internal teams on IAB Networks & Exchanges Quality Assurance Guidelines and changes to IAB Networks & Exchanges Quality Assurance Guidelines
  - Reviewing the publisher intake process
  - Content reviews
  - Applying standard rating system to content
  - Ongoing reviews for quality control
  - Providing internal audit documentation for IAB self-attestation documents to be signed by the Compliance Officer himself/ herself and the CEO, CFO or business unit head
- IAB training for compliance will be developed with the guidance of a Networks & Exchanges Steering Committee. The training program will outline principles for internal audits and create consistency across the industry.
  - Internal audits should ensure:
    - That the guidelines are consistently and completely followed,
    - That error situations are detected in a timely fashion, and
    - That appropriate corrective measures are taken in a timely fashion
  - Internal audits should also include a risk analysis of certain control functions to assess how much testing should be conducted to validate adherence
  - Internal audits should include actual testing of data (sites/pages/ads/logs), both statistically and judgmentally based, to validate that the existing control structure is effective

## Standard Terms and Conditions

- In addition to the Networks & Exchanges Self-Certification Quality Assurance Guidelines, as they may be amended from time to time, and the attestation required of participating networks and exchanges as set forth in **Exhibits H and I** herein, as applicable, each network and exchange shall be also be required to adhere at all times to the IAB's Networks & Exchanges Self-Certification Standard Terms & Condition set forth in **Exhibit K** (the "Terms" and together with the other guidelines and attestation, collectively, the "Self-Certification Program Guidelines"), as they may also be amended by the IAB from time to time. The Self-Certification Program Guidelines represent the binding agreement between the participating network/exchange and the IAB and govern the network's/exchange's participation in the IAB's Self-Certification Quality Assurance Program.
- Each network and exchange covenants to the IAB that it is responsible to make such inquiries, obtain relevant and necessary reports and otherwise regularly review its activities to represent and confirm at all times that it is in compliance with and adheres to the Self-Certification Program Guidelines. In the event a network or exchange becomes aware of any circumstances, instances or other situations in which it has not been or is not in compliance or conformity with the requirements of the Self-Certification Program Guidelines, it shall take prompt and commercially reasonable steps and measures to correct, remedy and/or resolve any resultant problems or concerns in a reasonably satisfactory manner and take commercially reasonable steps and measures to prevent recurrence of said non-compliance or non-conformity. A network and/or exchange's failure to comply with the foregoing shall constitute a breach of these Self-Certification Program Guidelines, thereby entitling the IAB to undertake the breach and termination measures set forth in the Terms for such occurrences.

## Networks & Exchanges Steering Committee

- To establish a peer review system, the IAB will create a Networks & Exchanges Steering Committee. The group will be comprised of volunteers from the IAB Networks & Exchanges Committee. IAB General Members (corporate entities or standalone divisions of a corporate entity whose revenue is significantly based on the sale of interactive advertising inventory) will be eligible to serve on the Steering Committee. There will be 9 individuals who will serve a 1-year term.
- The Steering Committee will meet as necessary to review proposed changes to these guidelines, provide guidance on training, and review complaints filed against certified networks & exchanges

- A separate module for video advertising will be developed in the training program to ensure that the nuances of digital video advertising formats are addressed
- To ensure that representation is fairly rotated throughout the Networks & Exchanges Committee, the IAB will choose a slate of 9 members who have volunteered to serve on the Steering Committee
  - The Networks & Exchanges Committee will vote to approve the slate of all 9 members of the Steering Committee
  - If the slate is not approved by a majority, then the IAB will submit a new slate of volunteers for approval
- The IAB has the right to replace members of the Steering Committee who are not fulfilling their expected duties, which include attending meetings and reviewing pending issues in a timely manner
  - IAB will appoint interim members of the Steering Committee to serve out the rest of the term until elections are held

### **Self-Certification**

- To receive certification, a network or exchange must submit 2 public documents, in the form referred to below, to the IAB annually to attest that the network or exchange is in compliance with these guidelines
  - 1 signed by the Compliance Officer (**Exhibit H**)
  - 1 signed by the CEO, CFO or business unit head of the Network or Exchange (**Exhibit I**)
- Dues are to be collected to support Compliance Officer training, self-attestation documents, non-compliance resolution process, and general administration
  - IAB General Members (corporate entities or standalone divisions of a corporate entity whose revenue is significantly based on the sale of interactive advertising inventory) will be eligible for self-certification



## Enforcement & Appeal

- Buyers (marketers & agencies) can report non-compliance by submitting a complaint form to the IAB (**Exhibit J**). The complaint must include specific evidence of non-compliance and must be signed by someone within the buyer's organization of at least a manager level.
- The IAB Network & Exchanges Steering Committee shall have the authority to review and adjudicate complaints against certified networks & exchanges and shall provide the certified network and exchange with a copy of the complaint.
- Certified networks & exchanges shall have a reasonable opportunity to either repudiate an allegation of non-compliance or to remediate any alleged incident of non-compliance prior to review by the IAB Network & Exchanges Steering Committee.
- The network or exchange involved will work in a good faith effort to resolve the complaint as expeditiously as possible.
- However, if there are 3 material complaints deemed valid by a majority of the IAB Networks & Exchanges Steering Committee in a 6 month period against a certified network or exchange, that are not remediated, that network or exchange will lose certification. Prior to the loss of certification, the certified network or exchange will have the right to appeal the loss of certification in person, within 10 days of such decision, to the full IAB Networks & Exchanges Steering Committee.
- Certified networks & exchanges will be listed on the IAB website. The list will be updated when and as needed to reflect all current certified networks & exchanges. Individual complaints will not be disclosed publicly.
- In order to become recertified, the network or exchange must provide documentation on how and when the complaint was addressed and the steps it has taken to ensure that similar problems will not occur in the future.
  - The network or exchange must come before the IAB Networks & Exchanges Steering Committee to present the documentation.
  - If the majority of the Steering Committee is satisfied with the explanations and evidence, the network or exchange must then pay a fee to the IAB in order to be recertified.

## **Gating Period**

- To accommodate the need for extensive training and resources required to comply with the IAB Quality Assurance Guidelines, networks & exchanges will have a gating period of 6 months
- The gating period will start with the date of when the IAB training program is available, and during this 6 month period:
  - Networks & Exchanges should assign a Compliance Officer,
  - Have the Compliance Officer complete training,
  - Conduct at least 1 quarterly internal audit, and
  - Submit self-attestation documents
- The IAB will publish a list on the IAB website to announce certification of networks & exchanges that have successfully implemented these guidelines at the end of the 6 month gating period. The list will be updated when and as needed to reflect all current certified networks & exchanges.

## **Exhibit F: Compliance Checklist**

### **Acquiring Inventory:**

	Full real-time disclosure	Full disclosure (certain site list)	Partial disclosure (representative site list)	Minimal or No disclosure (blind/no site list)
<b>Source level transparency</b>				

	Direct	Indirect
<b>Source relationship transparency</b>		

### **Content level transparency**

	Yes	No	Unknown	Page/Section/Site Level
User Generated Content				
Unmoderated UGC				
Extreme Graphic/Extreme Violence				
Pornography				
Profane Content				
Hate Content				
Privacy Policy				

### **Placement details transparency**

	Above-the-fold	Below-the-fold	Unknown
Ad positioning			

	Yes	No	Unknown
Accepts expandable creative			
Rich media properties			
Behavior within the creative (i.e. host- or user-initiated)			
Accepts video advertising			

**Contextual Taxonomy & Targeting:**

**Content Category**

	Tier 1 Category (Primary)	Tier 2 Category (Secondary 1)	Tier 2 Category (Secondary 2, optional)	Tier 2 Category (Secondary 3, optional)	Tier 3 Category (optional)
Arts & Entertainment	Ex: Arts & Entertainment	Ex: Humor	Ex: Television		
Automotive					
Business					
Careers					
Education					
Family & Parenting					
Personal Finance					
Health & Fitness					
Food & Drink					
Hobbies & Interests					
Home & Garden					
Law, Gov't & Politics					
News					
Society					
Science					
Pets					
Sports					
Style & Fashion					
Technology & Computing					
Travel					
Real Estate					
Shopping					
Religion and Spirituality					
Uncategorized					

**Contextual Targeting Level**

	Category/ Portal Level	Site Level	Site Section Level	Page Level	Unit Level	None
Content Category						

**Inventory Vetting:**

**Online Media Rating System**

	All Audiences	Everyone over 12	Mature Audiences	Unknown/ Undisclosed
Content Rating				

**Non-Standard Content & Non-Standard Site Characteristics**

	Yes	No	Unknown/ Undisclosed
Extreme Graphic/Explicit Violence			
Pornography			
Profane Content			
Hate Content			
Under Construction			
Incentivized			
Unmoderated UGC			

**Illegal Content Prohibited from Sale**

	No
Illegal Content	
Warez	
Spyware/Malware	
Copyright Infringement	

**Data Disclosure:**

	Yes	No	Not Applicable
Contractual publisher agreement(s) to leverage data to behaviorally target off the site			

	Data Aggregator(s)	Not Applicable
Third-party Data from Data Aggregator(s)		

## **Exhibit G: Compliance Seal**

Certified Networks & Exchanges will have the opportunity to place a compliance seal on their documents, including IOs – showing that they are compliant with these Quality Assurance Guidelines.



## **Exhibit H: Compliance Officer Attestation**

I, \_\_\_\_\_ (name of Compliance Officer), attest that:

1. I have conducted quarterly internal audits for \_\_\_\_\_ (name of Network or Exchange) for \_\_\_\_\_ quarter(s) and year \_\_\_\_\_;
2. The CEO, CFO or Business Unit Head and I are responsible for following the procedures outlined in the IAB Quality Assurance Guidelines for Networks & Exchanges:
  - a. Acquiring Inventory: accurately label inventory in accordance with established content framework along 4 criteria:
    - i. Source level transparency
    - ii. Source relationship transparency
    - iii. Site/content level transparency
    - iv. Placement details transparency
  - b. Contextual Taxonomy & Targeting: accurately categorize content in accordance with Tiers 1 & 2 of IAB Contextual Taxonomy, and specify the depth (e.g. site level vs. page level) of categorization
    - i. If we have chosen to use a different taxonomy, we can clearly map our taxonomy back to the IAB taxonomy and explain to a buyer with sufficient detail
  - c. Inventory Vetting: accurately label content in accordance with established guidelines as explained in Exhibits A and B of the IAB Quality Assurance Guidelines for Networks & Exchanges
  - d. Data Disclosure: accurately disclosed to publisher partners who are contributing data and to advertisers when using third party data; and
  - e. Terms and Conditions: complying with the standard terms and conditions set forth in Exhibit K of the IAB Quality Assurance Guidelines for Networks & Exchanges.
3. Based on my knowledge and best efforts, \_\_\_\_\_ (name of Network or Exchange) is in compliance with the IAB Quality Assurance Guidelines, including without limitation, the Quality Assurance Standard Terms and Conditions, for Networks & Exchanges as of the date below; and
4. I agree to allow the IAB to publically disclose \_\_\_\_\_ (name of Network or Exchange) compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges, and in the case of loss of certification, I agree to allow the IAB to publically disclose that \_\_\_\_\_ (name of Network or Exchange) has lost certification.

Date:

Signature:

Name:

Title:

## **Exhibit I: CEO, CFO, or Business Unit Head Attestation**

I, \_\_\_\_\_ (name of CEO, CFO, or business unit head), attest that:

1. I have reviewed quarterly internal audits \_\_\_\_\_ (name of Network or Exchange) for \_\_\_\_\_ quarter(s) and year \_\_\_\_\_;
2. The Compliance Officer and I are responsible for following the procedures outlined in the IAB Quality Assurance Guidelines for Networks & Exchanges:
  - a. Acquiring Inventory: accurately label inventory in accordance with established content framework along 4 criteria:
    - i. Source level transparency
    - ii. Source relationship transparency
    - iii. Site/content level transparency
    - iv. Placement details transparency
  - b. Contextual Taxonomy & Targeting: accurately categorize content in accordance with Tiers 1 & 2 of IAB Contextual Taxonomy, and specify the depth (e.g. site level vs. page level) of categorization
    - i. If we have chosen to use a different taxonomy, we can clearly map our taxonomy back to the IAB taxonomy and explain to a buyer with sufficient detail
  - c. Inventory Vetting: accurately label content in accordance with established guidelines as explained in Exhibits A and B of the IAB Quality Assurance Guidelines for Networks & Exchanges;
  - d. Data Disclosure: accurately disclosed to publisher partners who are contributing data and to advertisers when using third party data; and
  - e. Terms and Conditions: complying with the standard terms and conditions set forth in Exhibit K of the IAB Quality Assurance Guidelines for Networks & Exchanges.
3. Based on my knowledge and best efforts, \_\_\_\_\_ (name of Network or Exchange) is in compliance with the IAB Quality Assurance Guidelines, including without limitation, the Quality Assurance Standard Terms and Conditions, for Networks & Exchanges as of the date below; and
4. I agree to allow the IAB to publically disclose \_\_\_\_\_ (name of Network or Exchange) compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges, and in the case of loss of certification, I agree to allow the IAB to publically disclose that \_\_\_\_\_ (name of Network or Exchange) has lost certification.

Date:

Signature:

Name:

Title:



**Exhibit J: Buyer Complaint Form**

I, \_\_\_\_\_ (name of manager), believe that \_\_\_\_\_ (name of Network or Exchange) is not in compliance with the IAB Quality Assurance Guidelines for Networks & Exchanges. I have attached details of the complaint as well as relevant documentation such as:

- Client(s) impacted
- Screenshot(s)
- Insertion Order(s)

I agree to cooperate with the IAB Networks & Exchanges Steering Committee to review the complaint and work with \_\_\_\_\_ (name of Network or Exchange) to resolve the complaint.

Date:

Signature:

Name:

Title:

Company:

## **Exhibit K: Standard Terms and Conditions**

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### **IAB NETWORK & EXCHANGES SELF-CERTIFICATION STANDARD TERMS AND CONDITIONS**

In addition to the other duties, obligations, rights and restrictions set forth in these Networks and Exchanges Quality Assurance Guidelines which are incorporated herein by reference, these terms and conditions (the "Terms" and collectively with the other duties and obligations contained herein, the "Guidelines") apply to and govern each network / exchange's (each a "Company") participation in the IAB Networks & Exchanges Quality Assurance Program (the "Program") and form a part of the agreement and understanding the Company has with the IAB regarding Self-Certification as to the Program requirements. By participating in the Program or in any way representing, displaying or directly or indirectly indicating adherence or compliance with the Program, you are agreeing to, are and will be legally bound by these Terms.

1. General. Company acknowledges receipt of the Guidelines. Company has read and understands the Guidelines and agrees its right to participate in the Program and represent it is self-certified under the Guidelines, is subject to full adherence to the Guidelines. The IAB reserves the right, in its sole and absolute discretion, at any time and from time to time, to make amendments to these Terms as well as the other elements, terms and requirements which make up the Guidelines.

2. Acceptance. Company shall not be deemed a Program participant, nor shall Company represent it is a participant in the Program unless and until its application is accepted by IAB in writing. Once accepted into the Program by the IAB, the effective date of Company participation is the "Enrollment Date" shown on the Attestation under the IAB authorized signature.

3. Endorsement. Company agrees it shall only make the representation, warranties, statements and endorsements regarding its self-certification and participation in the Program as expressly permitted in the Guidelines. Without limiting the foregoing, Company shall only use the Program Marks (defined below) and statements as permitted under the Guidelines to describe its self-certification status.

4. Fee. Company acknowledges that upon submission of its request for participation in the Program and annually each year on the anniversary of its enrollment date thereafter for so long as Company is a participant in the Program, Company shall pay the IAB seven thousand five hundred (\$7,500) dollars or such other fee as determined by the IAB ("Certification Fee"). Upon request, the IAB shall prepare an invoice or receipt marked paid

for any Certification Fee payments applicable to each anniversary of the Enrollment Date. If the IAB declines to accept Company's application for participation in the Program, the initially submitted Certification Fee shall be returned. The IAB reserves the right to change the Certification Fee at any time upon not less than 30 days' prior notice. Except as noted above, under no circumstances shall Company be entitled to a refund, return or reimbursement of any monies paid by Company to IAB.

5. Intellectual Property. Company acknowledges that each IAB trademark, service mark, brand, logo, seal, icon and design, including, without limitation, any developed for or in connection with the Program, is and remains the sole and exclusive property of Company ("Marks"). As a participant in the Program, the Company shall only use and have the right and license to use the Marks designated for use in connection with the Program and only in a manner permitted by the Guidelines. Company agrees it shall not alter, obscure or deface any Marks, nor use any symbol, trademark, trade name, brand, logo, seal, icon, design or combination which is or could reasonably likely be confusingly similar to the Marks. No rights, title or interest in the Marks, nor any use or display thereof by Company or any other party is granted or conveyed other than the explicit and specific rights set forth in this Section and all uses and display of Marks shall inure to IAB's sole and exclusive benefit. All rights not granted herein are hereby explicitly reserved to the IAB.

6. Confidentiality. IAB and Company agree that, except for those disclosures which the IAB is

required to make with respect to Company's failure to comply with the Guidelines and/or the cessation of Company's participation in the Program for any reason, all communications and exchanges of information in connection with the Program shall be kept strictly confidential and may not be disclosed or made available to any third party without the IAB's prior written approval. IAB may, but has no obligation, to list or refer to Company as a Program participant in relevant materials without other representation.

7. Reports. Upon IAB request, Company agrees to promptly provide IAB access to reports and data disclosures made available to Company's advertisers and publishers and/or media properties. IAB reserves the right to use said reports to verify and/or make inquiry into Company's compliance with the Guidelines. Company agrees to make its Program compliance officer available to discuss compliance and its activities applicable to the Program, with the IAB.

8. Indemnification. IAB, its officers, directors, employees, members, trustees and representatives ("Indemnitees") shall not be liable for any act or omission of Company. Company shall defend the Indemnitees against any and all demands, claims and actions arising from the Company's participation in the Program and Self-Certification under the Attestation and this Agreement (each, a "Claim"). Company shall indemnify and hold the Indemnitees harmless from any and all damages, losses, liability, costs and expenses which may be imposed on or incurred by the Indemnitees as a result of or arising from any and all Claims.

9. Cancellation; Termination. Company may terminate participation in the Program at any time upon not less than thirty (30) days' prior written notice. IAB may terminate Company's participation in the Program for "Cause" which refers to: (i) receipt by IAB of the number of complaints applicable under the Program for such termination, subject to Company's appeal rights under the Guidelines; (ii) IAB's determination, acting

reasonably and in good faith, that Company has violated or is not in compliance with the Guidelines (including, without limitation, the "Gating Requirements"); and/or (iii) Company's breach of the Guidelines and failure to cure the breach within ten (10) days of notice from the IAB. IAB reserves the right to terminate, suspend and/or discontinue the Program at any time for any reason or no reason upon not less than thirty (30) days' prior written notice. Upon termination of Company's participation in the Program: (i) all rights, including any Company representation as to its participation and compliance with the self-certification Guidelines of the Program shall cease; (ii) Company shall immediately remove and cease using and/or displaying Marks and take steps to promptly remove and cease use of Marks on third party sites; and (iii) Company shall return, or at IAB request, destroy material related to the Program in its possession or under its control.

10. Miscellaneous. All notices shall be in writing and shall be delivered personally or by postage pre-paid certified mail, signature receipt return requested or emailed with confirmation of receipt, to the notice address specified within the Guidelines and shall be effective on receipt, or if emailed, on confirmation of receipt. This Agreement shall be governed by the laws of the State of New York, all disputes hereunder shall be brought exclusively in the State or Federal courts of New York County and the parties agree to exclusive personal jurisdiction in such courts. This Agreement may not be amended or modified, except by a writing signed by an authorized representative of the IAB. The section headings are for reference and shall not affect meaning. No failure or delay by the IAB in enforcing any provision of this Agreement shall be or construed to be a waiver of that or any other right. This is the complete agreement of the parties with respect to the subject matter and supersedes all other written or oral agreements, arrangements or understandings.

## Glossary

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To demystify and prevent confusion, the following definitions provide a standard list of commonly used terms. Consistent standards ensure that all industry players are on the same page and working towards the same goals. Universal industry definitions are also a vital ingredient to moving online marketing forward and increasing its allocation in the marketing mix.

The behavioral definitions were developed in conjunction with the Behavioral Targeting Standards Consortium Advisory Board ([www.BTStandards.org](http://www.BTStandards.org)). The data definitions were developed in conjunction with the IAB's Data Usage and Control Taskforce.

- **Ad Click** – The user activity of pressing a navigation button or hitting the enter key on the keyboard on an advertisement unit on a Web site (banner, button or text link). (See Click-through)
- **Ad Creative Pixel** (See Pixel)
- **Ad Exchange** – Ad exchanges provide a sales channel to publishers and ad networks, as well as aggregated inventory to advertisers. They bring a technology platform that facilitates automated auction based pricing and buying in real-time. Ad exchanges' business models and practices may include features that are similar to those offered by ad networks. For the purposes of the IAB Networks & Exchanges Quality Assurance Guidelines, the definition of an ad exchange excludes technology platforms that only provide tools to enable direct media buying and selling between exchange participants.
- **Ad Network** – Ad networks provide an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies to enhance value to both publishers and advertisers, including unique targeting capabilities, creative generation, and optimization. Ad networks' business models and practices may include features that are similar to those offered by ad exchanges.
- **Ad Server** - A computer application that enables the delivery, tracking and management of advertising content on publisher inventory.
  - **Single-site Publisher Ad Server** - Single-site Publisher Ad Servers focus on maximizing the yield to the publisher.
- **Add to Cart** – The user activity of storing merchandise in a virtual shopping cart that the user intends to later purchase from an online e-commerce website. This enables users to continue browsing and "check-out" later or alternately delete these items from the cart.
- **Advertiser Ad Tag** - Software code that an advertiser provides to a publisher or ad network that calls the advertisers ad server for the purposes of displaying an advertisement.

- **Advertising Banner (also called Ad Banner or Banner)** - A static graphical image (GIF or JPEG files) or interactive content (Flash files) used to display an advertising unit on a web site. Most banners enable users to click on ad to be redirected to another website.
- **Adware** - Computer software provided to the user free of charge or at a discounted price that downloads and displays advertising to support its continued development and maintenance. This software often tracks what Internet sites the user visits.
- **Affiliate Conversion Data** - Data that is collected by an affiliate marketing system when a user completes a transaction or manifests certain behaviors on a web page. The system typically collects this data by means of a conversion pixel that is placed on the merchant's site.
- **Affiliate Marketing** - Affiliate Marketing is a method of generating leads or sales, whereby an online publisher is paid for referring users to an online e-commerce merchant. Referrals are measured by clicks, registrations or sales.
- **Aggregate Campaign Data** - Data combined from several advertising campaigns to create a segment where campaign level data is not identifiable.
- **Agency** - An organization that, on behalf of clients, plans marketing and advertising campaigns, drafts and produces advertisements, places advertisements in the media. In interactive advertising, agencies often use third party technology (ad servers) and may place advertisements with publishers, ad networks and other industry participants.
- **Attribute** - A single piece of information known about a user and stored in a behavioral profile which may be used to match ad content to users. Attributes consist of demographic information (e.g., age, gender, geographical location), segment or cluster information (e.g., auto enthusiast), and retargeting information (e.g., visited Site X two days ago). Segment or cluster information is derived from the user's prior online activities (e.g., pages visited, content viewed, searches made and clicking and purchasing behaviors). Generally, this is anonymous data (non-PII).
- **Audience Measurement** - The counting of unique users (i.e. audience) and their interaction with online content. At a campaign level, this service is conducted by a third party to validate that a publisher delivered what an advertiser had requested. At the industry level, this service enables media buyers to understand which brokers of online content to negotiate with to reach a specific audience.
- **Beacon** (See Pixel)
- **Behavioral Event** - A user-initiated action which may include, but not limited to: searches, content views, clicks, purchases, form-based information and other interactions. Behavioral events are anonymous and do not include personally identifiable information (PII).
- **Business Visitor** - A user that accesses online content in furtherance of their employment.
- **Click-through** - The measurement of a user clicking on a link that re-directs the user's web-enabled device to another Web destination.
- **Clickstream Data** - A Clickstream is the recording of what a computer user clicks on while web browsing. As the user clicks anywhere in the webpage or application, the action is logged on a client or inside the web server, as well as possibly the web

browser and ad servers. Clickstream data analysis can be used to create a user profile that aids in understanding the types of people that visit a company's website, or predict whether a customer is likely to purchase from an e-commerce website.

- **Content (Site/Page)** - Site content is the textual, visual or aural content is encountered as part of the user experience on a website. It may include, among other things: text, images, sounds, animations and videos. Web content is dominated by the "page" concept, with multiple pages of related content typically forming a site.
- **Content Delivery Network (alternately Content Distribution Network) (CDN)** - A service that hosts online assets and provides content management via servers located around the globe to reduce the latency of downloads to users.
- **Communication** - The activity of conveying information by or to people or groups. Examples of online communication include email, instant messaging, text-messaging, group-messaging.
- **Conversion Pixel** (See Pixel)
- **Conversion rate** - The percentage of users who complete a desired action (e.g., purchase or registration) compared to all users who were exposed to an online ad.
- **Cookie** - A small text file sent by a website's server to be stored on the user's web-enabled device that is returned unchanged by the user's device to the server on subsequent interactions. The cookie enables the website domain to associate data with that device and distinguish requests from different devices. Cookies often store behavioral information.
- **Cookie Matching** - A method of enabling data appending by linking one company's user identifier to another company's user identifier.
- **Creative Retargeting** - A method that enables advertisers to display information (typically an ad) specifically to visitors that previously were exposed to or interacted with the advertisers' creative.
- **Cross-site Publisher Analytics** - Services that provide normative metrics about and estimates of multiple publishers' inventory.
- **Cross-site Advertiser Analytics** - Software or services that allow an advertiser to optimize and audit the delivery of creative content on pre-bought publisher inventory. Data can range from numbers of pages visited, to content visited, to purchases made by a particular user. Such data is used to surmise future habits of user or best placement for a particular advertiser based on success.
- **Data** - Any information collected.
- **Data Aggregator** - An organization that collects and compiles data from individual sites to sell to others.
- **Data Append** - User data from one source is linked to a user's profile from another source.
- **Data Segment** - (See Segment)
- **Demand Side Platform (also called DSP, buy side optimizers, and buy side platforms)** - Demand Side Platforms provide centralized (aggregated) media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of said sources. While there is some similarity between a DSP and an ad network, DSP's are differentiated from ad

networks in that they do not provide standard campaign management services, publisher services nor direct publisher relationships.

- **Desktop Application** – Software that is installed on a computer.
- **Deep Packet Inspection** - A form of computer network packet filtering that examines the data and/or header part of a packet as it passes an inspection point. In the context of online advertising, it is used to collect data, typically through an Internet Service Provider, which can be used to display targeted advertising to users based on previous web activity.
- **Frequency Capping** – The limit of how many times a given ad will be shown to a unique cookie during a session or within a specified time period.
- **Hit** - The record of a single online transaction event stored in a log file. One page view may contain multiple hits, one for each image on a web page.
- **Home Visitor** – A user that access online content from their residence.
- **Impression (also called a View)** - A single display of online content to a user's web-enabled device. Many websites sell advertising space by the number of impressions displayed to users. An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a users screen, the ad server may count that loading as one impression. However, the ad server may be programmed to exclude from the count certain non-qualifying activity such as a reload, internal user actions, and other events that the advertiser and ad serving company agreed to not count.
- **Inventory** – The aggregate number of opportunities near publisher content to display advertisement to visitors.
- **Internet Service Provider (ISP) (also called Online Service Provider)** – A company that enables its customers to access the Internet.
- **Link (short for Hyperlink)** – A text or graphical portion of a webpage that, when selected, redirects the user's web-enabled device to another webpage.
- **Metadata** – Data that provides information about other data. This includes descriptions of the characteristics of information, such as quality, origin, context, content and structure.
- **Multi-site company** - A single entity that owns and operates multiple web sites, each under a separate domain.
- **Non-Session data (also called out-of-session data)** – information that cannot be gleaned from the current, single event of a visitor.
- **Online Publisher** – A creator and/or aggregator of online content, which often monetizes user visits by displaying advertisements.
- **Out-of-session data** – (See Non-Session data)
- **Pass Back** – an impression offered to a media buyer with the right of first refusal, such that when this right is exercised the impression is offered to another media buyer.
- **Personalization** - Aggregating previous online activity to match non-ad related information to users.
- **Personalization Service** – Software or service that enables websites to match non-ad related information to user.

- **Personally Identifiable Information (PII)** - User data that could be used to uniquely identify the consumer. Examples include name, social security number, postal address, and email address.
- **Piggyback Pixel** (See Pixel)
- **Pixel (also called Beacon or Web Beacon)** - An HTML object or code that transmits information to a third-party server, where the user is the first party and the site they are interacting with is the second party. Pixels are used to track online user activity, such as viewing a particular web page or completing a conversion process. See Ad Creative Pixel, Conversion Pixel, Publisher Pixel.
  - **Ad Creative Pixel** - A pixel request embedded in an ad tag which calls a web server for the purpose of tracking that a user has viewed a particular ad.
  - **Conversion Pixel** - An image tag or code that transmits to a third-party server that a user has successfully completed a process (such as purchase or registration).
  - **Piggyback Pixel** - An image tag or code that redirects a user browser to another pixel not directly placed on the publisher page.
- **Profile** - Profile is the collection of attributes describing segments, clusters or aggregated data, including prior online activity of a user.
- **Profile Aggregator** - A profile aggregator collects data from various third-party sources to generate behavioral profiles.
- **Profile Database** - Profile Database a server-side store of behavioral profiles.
- **Publisher Pixel** - An object embedded in a web page (typically a 1x1 image pixel) that calls a web server for purposes of tracking some kind of user activity.
- **Publisher Ad Tag** - Code that is placed on a publisher's web page that calls an ad server for the purposes of displaying an advertisement.
- **Purchase** - The user activity of completing an e-commerce transaction.
- **Referring URL** - The address of the webpage that a user previously visited prior to following a link.
- **Registration** - The user activity of subscribing to a website or requesting additional information by filling in personally-identifying contact details.
- **Retargeting (or re-targeting)** - The use of a pixel tag or other code to enable a third-party to recognize particular users outside of the domain from which the activity was collected. See Creative Retargeting, Site Retargeting.
- **Really Simple Syndication (RSS)** - Metadata about content that enables a website to distribute new content with identical metadata to a subscriber of this feed.
- **RSS Reader** - Software or website that aggregates syndicated content (e.g., news headlines, blogs, and podcasts) into a single location for easy viewing.
- **Screen Scraping** - A way of collecting information from a web page, whereby a remote computer program copies information from a website that is designed to display information to a user.
- **Search** - The act of entering a query at a search engine by entering in a series of keywords describing their desired content.
- **Search Click** - A click originating from a list of links returned by a query to a search engine.



- **Search Engine** – A website that provides a searchable index of online content, whereby users enter keywords describing what they are seeking and the website returns links related to this search query.
- **Segment** (also called Data Segment or audience) – A set of users who share one or more similar attributes.
- **Sell Side Platform (also called sell side optimizers, inventory aggregators, and yield optimizers)** – Sell Side Platforms provide outsourced media selling and ad network management services for publishers. Sell-side platform and ad networks business models and practices are similar. Sell-side platforms are typically differentiated from ad networks in not providing services for advertisers. Demand Side Platforms and Ad Networks often buy from Sell Side Platforms.
- **Single-site Publisher Analytics** - Software or services that analyze information about users, including metrics such as unique visitors and site usage. The collected data is used only on behalf of the site from which the data is collected.
- **Site/Page/Position Transparency** - Ability for the buyer of media (typically an advertisement) to understand the location and context within which the media will be displayed. Transparency can be at the level of web property (site), page content (page) or position (specific location within page). Site transparency, in the context of a network or an exchange, refers to the ability of a buyer of inventory to know the exact identity of the website domain or page on which they have shown advertisements.
- **Spyware** - Computer software that is installed surreptitiously to intercept or take partial control over the user's interaction with a computer, without the user's informed consent. Spyware programs can collect various types of information, such as Internet surfing habits, but can also interfere with user control of the computer in other ways, such as installing additional software, and redirecting web browser activity. The software usually does not contain generally accepted standards of notice describing what the purpose and/or behavior of the software is nor does it usually contain visible or functioning choice mechanisms for complete uninstall. The programs are typically characterized by behaviors that can be considered deceptive if not harmful to the user and/or his computer.
- **Targeted Advertisement** – an advertisement that is shown only to users exhibiting specific attributes or in a specific context or at a particular time of day.

- **Targeting** –

Type	Definition
<b>Audience Targeting</b>	A method that enables advertisers to show an ad specifically to visitors based on their shared behavioral, demographic, geographic and/or technographic attributes. Audience targeting uses anonymous, non-PII data.
<b>Behavioral Targeting</b>	Using previous online user activity (e.g., pages visited, content viewed, searches, clicks and purchases) to generate a segment which is used to match advertising creative to users (sometimes also called <b>Behavioral Profiling, Interest-based Advertising</b> , or online behavioral advertising). Behavioral targeting uses anonymous, non-PII data.
<b>Contextual Targeting</b>	Targeting content that deals with specific topics, as determined by a contextual scanning technology.
<b>Creative Retargeting</b>	A method that enables advertisers to show an ad specifically to visitors that previously were exposed to or interacted with the advertisers' creative.
<b>Demographic Targeting</b>	A method that enables advertisers to show an ad specifically to visitors based on demographic information such as age, gender and income which may come from, site registration data or an inference-based mechanism.
<b>Geographic Targeting</b>	A method that enables advertisers to show an ad specifically to visitors based on zip code, area code, city, DMA, state, and/or country derived from user-declared registration information or inference-based mechanism.
<b>Keyword Targeting</b>	Targeting content that contains specific keywords.
<b>Search Retargeting</b>	A method that enables advertisers to show an ad specifically to visitors based one or more searches or search click events.
<b>Semantic Targeting</b>	A type of contextual targeting that also incorporates semantic techniques to understand page meaning and/or sentiment.
<b>Site Retargeting</b>	A method that enables advertisers to show an ad specifically to previous site visitors when they are on third-party web sites.
<b>Time-based Targeting</b>	A method that enables advertisers to show an ad specifically to visitors only on certain days of the week or times of the day (also known as Day Parting).

- **Third-party Data** – Data that did not originate from either the publisher or advertiser. Typically this is used to enhance ad targeting. For example, demographic data from a third party might be used to help determine which auto ad (make/model) to display on an auto site.
- **Toolbars** – A strip of icons installed in a software application or web page providing quick access to certain functions.
- **Uniform Resource Locator (URL) (also known as Uniform Resource Identifier (URI))** – An internet address composed of the protocol type (such as http:, ftp:, or gopher:) and the name of the server to be contacted (e.g., www.site.com).
- **Unique User** – An individual user that has interacted with online content, which is smaller than or equal to the number of cookies observed. The number of unique users to a website is usually an estimate.
- **User Agent** – Text sent as part of the HTTP protocol that identifies aspects of the software accessing the internet and the web-enabled device on which it is running. This information typically includes the application name, its version, the host operating system, and the user-preferred language.
- **User Registration Data** – Information gathered as part of a registration process. User registration data is used for many purposes, including but not limited to establishing an identity to be used to access the same web site in the future. User registration data may range from simply a username & password, or can be as extensive as the user's name, address, phone number, gender, income, education and other demographic information.
- **Visit** – The set of interactions between a user and a website. Because the Internet is a stateless environment there is no end-of-visit event to signal to the website when the visit is finished. Thus, the visit is measured by the set of interactions with less than a set duration of minutes between these interactions (e.g., 30-minutes of inactivity ends the visit).
- **Web Beacon** (See Pixel)
- **Web-enabled Application** - A user-facing program installed on a device that enables users to access the Internet. Examples include browsers, widgets and toolbars.
- **Web Page** - A set of online content identified by a URL.
- **Website** – A set of web pages that are designed and presented to be linked together by a single owner.
- **Widgets (also known as Plug-in or Applet)** - A program or tool which allows user to view, search, play, or do some other action separate from a typical webpage. Widgets can be defined by a variety of new digital tools available to marketers when such widgets have space within which marketers can advertise.