

EXCERPT



Networks & Exchanges Quality Assurance Guidelines v1.5

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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

This document can be found at IAB.net.

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Executive Summary

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.

Inventory Vetting

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 3rd party rating service as long as the 3rd 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

	Description
Extreme Graphic/ Explicit Violence	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.
Pornography	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.
Profane Content	Excessive or inappropriate use of profane language
Hate Content	Speech or hate graphic content
Under Construction	Sites that are under construction
Incentivized	Sponsor "incentivized clicks," or "pay-to-surf" programs
Unmoderated UGC	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

	Description
Illegal Content	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.
Warez	P2P, torrent sites, illegal music downloads, pirated software
Spyware/Malware	Distribute or promote spyware or malware
Copyright Infringement	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%.

Sample size with a 5% margin of error			
	Sample Sizes @ Confidence Level		
# of Sites	90%	95%	99%
100	74	80	87
250	131	152	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