



CBA Interpretation Panel Decisions - June 26, 2018

1. Sitebar Ad Experience

Environment:	Desktop
Description:	Sitebars use the space between webpage content and the scrollbar on the right-hand side. Sitebars do not overlap content.
Examples:	<p>SITEBAR (1: 2)</p> <p>The sitebar occupies the free space in the browser to the right of the content - dynamically in the proportion 1: 2.</p>  <p>SITEBAR XL (1: 2)</p> <p>The Sitebar XL occupies the free space in the browser to the right of the content. The form of advertising adapts dynamically to the available space - depending on the size of the browser window.</p> 
Submitter:	IAB Europe
Decision:	The Interpretation Panel determined that the Sitebar Ad Experience is substantially similar to the “Large sticky ad in side rail” experience tested for the desktop environment.
Finding:	Because the Sitebar Ad Experience is substantially similar to an ad experience that does not fall beneath the Standard’s threshold of consumer acceptability, the Interpretation Panel finds that the Sitebar Ad Experience complies with the current Better Ads Standard for the desktop environment.
Reference:	#001

2. Vertical Video Ad Experience

Environment:	Mobile Web
Description:	<ul style="list-style-type: none"> • A full-screen video ad is placed inline with the content (between two paragraphs) such that the user can scroll through the ad. (The "Advertisement" disclosure is at the top of the video ad.) • When the video is 50% in view, playback begins with sound off until a user decides to pause or unmute the ad. • User can scroll through the content (to skip the ad) at any time. • User can click on the video and the corresponding destination URL opens in a new browser/tab. • On video complete, video does not auto collapse.
Examples:	<ul style="list-style-type: none"> • Full-screen inline w/ large ad. A 300x600 ad is surrounded by black padding, forcing the ad to take the full screen. It is placed inline with the content such that users can scroll through the ad. • Autoplaying video ad w/o sound. A 300x167 video ad is placed between two paragraphs in the article. It autoplays on mute until a user decides to pause or unmute the ad. <div data-bbox="761 846 1075 1407" data-label="Image"> </div> <ul style="list-style-type: none"> • https://formats.unruly.co/demos/in-article/wsj.com/index.html?unruly_override=5823890 (use mobile browser) • https://formats.unruly.co/demos/in-article/thesun.co.uk/index.html?unruly_override=5823890 (use mobile browser)
Submitter:	Unruly / News Corp
Decision:	The Interpretation Panel determined that the Vertical Video Ad Experience is substantially similar to the “Full-screen inline w/large ad” and “Autoplaying video ad without sound” experiences tested for the mobile environment.
Finding:	Because the Vertical Video Ad Experience is substantially similar to ad experiences that do not fall beneath the Standard’s threshold of consumer acceptability, the Interpretation Panel finds that the Vertical Video Ad Experience complies with the current Better Ads Standard for the mobile web environment.
Reference:	#002