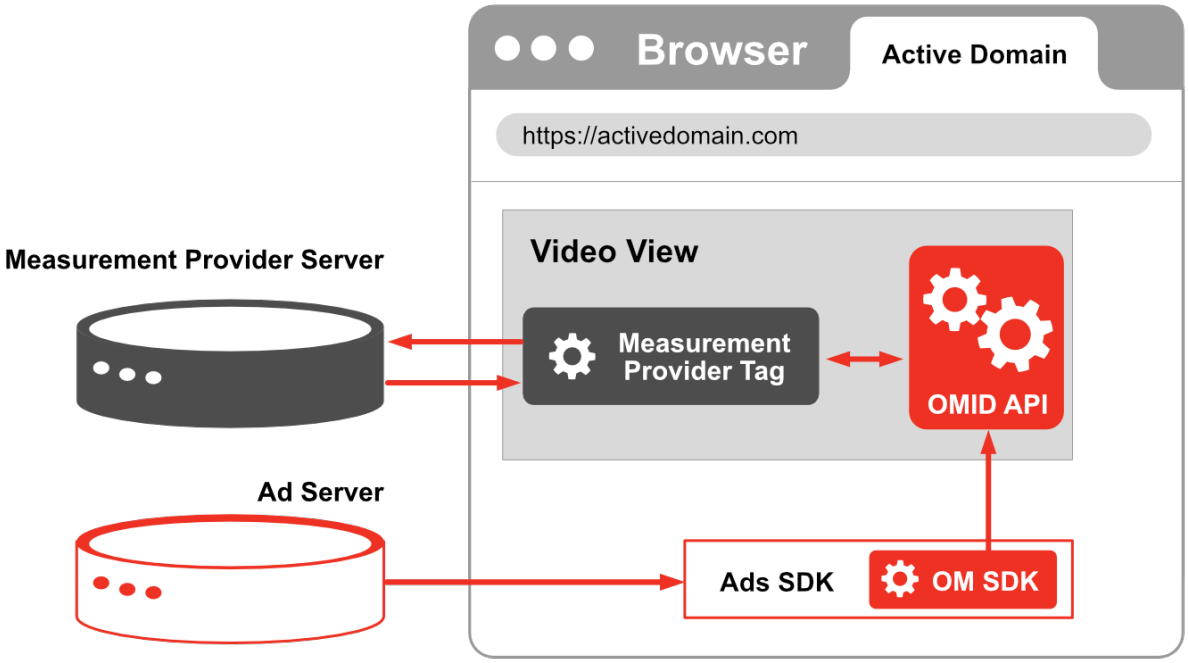
Open Measurement SDK for Web Video:
Capabilities and Limitations

The Open Measurement software development kit (OM SDK) enables third-party ad measurement services to collect signals regarding ad impressions and performance on web video inventory. These signals are sent by the Open Measurement Interface Definition (OMID) API.

Components: The OM SDK for Web Video consists of library for web video measurement as well as a JavaScript OMID API.

- Measurement providers's tag is trafficked with the ad creative.
- Ad SDK initiates the OM SDK which triggers the OM SDK Javascript or OMID API.
- Measurement providers tag listens to events in OMID API and sends the data to its servers.



Scope

OM SDK for web video applies to the broadcast and exhibition of audiovisual content via Internet or mobile technology that supports Web Video applications that load and render all viewable content exclusively through HTML5 including desktops, laptops, tablets and mobile phones, any connected TVs ("CTV"), over the top ("OTT") devices or gaming consoles (collectively "Web Video Devices"), but excluding any devices where HTML5 video delivery is not supported, or any application that uses device native UI frameworks for content, navigation, or advertising delivery.

Some CTV and OTT platforms may use HTML5 delivery as described above and may eventually be supported with OM SDK for web video.

OM SDK can be delivered and implemented using the IAB Video Ad-Serving Template (VAST), VSuite technology supported in OM SDK for web is described in the following table.

Technology	Web Display	Web Video
VAST 2.0	Not Supported	✓
VAST 3.0	Not Supported	✓
VAST 4.0	Not Supported	✓
VAST 4.1	Not Supported	✓
VPAID	Not Supported	Not Supported

OM SDK Limitations

While OM SDK facilitates features like brand safety and fraud detection, logic for execution is not yet built-in. The limited support for these features is listed below.

- **Brand Safety:** Performed by measurement providers tag. No logic in OM SDK.
- **Fraud Detection:** Performed by measurement providers tag. No logic in OM SDK.
- **Advertising ID:** No retrieval logic using OM SDK.

Access Modes

Access mode is a choice made by publishers when implementing a Video Player or Ads SDK with certified OM SDK into their website. Please talk to your measurement provider directly to ensure support regarding your chosen access mode. There are three access modes available to publishers:

1. **Creative Access** - Creative access mode is when a verification script can access the creative element (either in the same iframe or from a friendly iframe). This mode enables the measurement tags to directly measure and verify ad creatives. The JavaScript also functions as a conduit to deliver the measurement providers script to the video player.
2. **Domain Access** - In this mode, the measurement providers JavaScript tags load into a sandboxed IFrame with specific settings and additional requirements. This mode allows the publisher to restrict measurement providers JavaScript from access to the ad creative. At the same time it allows measurement providers to confirm the domain or publisher website on which the ad is being displayed.

   The publisher is required to host a file (OM SDK Domain Loader) on the publisher domain which is used to demonstrate a web page's domain to the JavaScript loaded. Measurement scripts that load into any such sandboxed iframe cannot measure the ad creative directly and, as a result, require the OM SDK JavaScript to pass measurement events to measurement scripts via the API for OMID Client Libraries.

   Publishers may voluntarily register for the Tech Lab's Domain Access Validation for Publishers to ensure that measurement providers can trust their implementation of domain access mode. Measurement providers may require additional validation to provide measurement with domain access mode.
3. **Limited Access** - In this mode, the measurement providers JavaScript tags load into a sandboxed IFrame. Measurement scripts that load into any such sandboxed IFrame cannot measure the ad creative directly and, as a result, require the SDK JavaScript to pass measurement events to the measurement scripts via the API for OMID Client Libraries. Due to the inability of measurement scripts to measure the creative directly or verify the domain, a measurement provider may not consider impressions valid from this access mode.

MEASUREMENTS REPORTED (OM SDK v.1.3)

NOTE: Full API Documentation available at: https://tools.iabtechlab.com. Specific API calls may vary by implementation.

Measurements reported for the **ad session** identify details for session start, finish, and any errors that occur. Version 1.3 introduced support for the MRC Begin to Render definition for impressions.

Measurements reported for **user interactions** include metrics for direct interactions, like clicks, and view dimension changes.

Measurements reported for the **video or audio ad lifecycle** include VAST and DAAST metrics to track progress of media player and ad events.