

Belgian Digital Media Charter



Taking brands further

A. Introduction:

Back in June 21, 2018, the UBA called for a fundamental reform of the digital media landscape and introduced the Digital Media Charter in an effort to restore the confidence among each players of the digital media chain. This charter was published jointly by both the UBA and the WFA. This Global Media Charter identifies the eight most important issues as advertisers perceive them today:

1. Zero tolerance for Ad Fraud
2. Total Brand Protection, Brand Safety
3. Minimum Standards of Viewability
4. Transparency in the Online Media Supply Chain
5. Verification of campaigns and performance measurement by a third party
6. Troubleshooting Walled Garden Issues
7. Higher standards for data transparency
8. Improve the user experience

This was the starting point for a new and open discussion among all parties involved to create a healthier digital environment.

The next step consists in guiding both advertisers and any party involved with the digital media supply chain on how to monitor and address challenges specifically related to the Digital Media Charter's implementation.

The purpose of this document is to establish the reference framework that sets out and defines the criteria covered during the process of verification.

The reference framework criteria may be adapted once a year, in order to adhere to national and international standards and technical updates.

Finally, in order to audit the implementation and execution of the criteria provided in this document, usage of third-party tools by third-party certifier will be necessary.

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B. Criteria to be considered for the implementation of the Digital Media Charter

1. Zero tolerance for Ad Fraud

Comply with the filtering of invalid traffic in accordance with the IAB's list

| Requirement from publisher | Audit |
|--|---|
| <ul style="list-style-type: none"> The website enters into a contract with one or more ad servers to filter invalid traffic in accordance with the IAB's exclusion list. https://support.google.com/dfp_premium/answer/141811?hl=en | <p><u>Type:</u> Signed Statement submitted to the advertiser</p> <p><u>Source:</u> Publisher/agency</p> |

Carry out audits to measure general and sophisticated invalid traffic

| Requirement from publisher | Audit |
|--|--|
| <ul style="list-style-type: none"> The website is committed to allowing a third-party auditor to independently identify and filter general and sophisticated invalid traffic using a tag. | <p><u>Type:</u> Signed Statement submitted to advertiser and check carried out using one or more audits Each audit must cover a period of at least one month, have been carried out during the last 3 months that precede the certification request or during the certification process period, and account for at least 10% of all ad impressions served on the website over this period. Audit should be set at a quarterly basis.</p> <p><u>Source:</u> Publisher / Sales house</p> |

Concealed traffic

| Requirement from publisher | Audit |
|--|--|
| <ul style="list-style-type: none"> The website is committed to combatting concealed traffic by allowing intermediaries permitted to sell a domain name to be identified. https://iabtechlab.com/how-to-ads-txt/ | <p><u>Type:</u> Check the inclusion of the "ADS.TXT" text file (Authorized Digital Sellers) in the root of the website. Source: Monitoring implemented by the advertiser or agency partner</p> <p><u>Source:</u> Publisher, Ad Exchanges, Ad Network or agency</p> |

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Fraud rate

| Requirement from publisher | Audit |
|--|--|
| <ul style="list-style-type: none"> Once it has passed the ad server's filters, the rate of general and sophisticated invalid traffic (GIVT + SIVT) is null. Compensation from the publisher pro-rated based on the percentage rate for any fraudulent activity above 0% of invalid traffic | <p><u>Type:</u></p> <ul style="list-style-type: none"> Communicate the name of the website's ad server and the name(s) of the third-party solution(s) used to evaluate general and sophisticated invalid traffic Carry out an audit using an independent third-party solution for a period of at least 1 month The impressions audited over the period must account for at least 10% of the website's total number of impressions. The audit must cover IAB formats. Quarterly audit <p><u>Source:</u> Publisher / agency</p> |

2. Total Brand Protection, Brand Safety

Implement brand safety audits

| Requirement from publisher | Audit |
|---|---|
| <ul style="list-style-type: none"> The website is committed to allowing a certified third-party auditor to independently check, using a tag, the Brand Safety of its pages that contain ads. | <p><u>Type:</u> Signed Statement submitted to the advertiser.</p> <p><u>Source:</u> Publisher / Sales house</p> |

Editorial content compliant with IAB filter categories

| Requirement from publisher | Audit |
|---|--|
| <ul style="list-style-type: none"> Impressions blocked when they are served on pages that do not comply with IAB filters (including Illegal downloads, Offensive language, Violence, Adult, Drugs, Hate speech, Alcohol...). The audit must cover IAB formats. http://www.iabstandards.be/#/ | <p><u>Type:</u> Conduct an audit using an independent third-party solution for a period of at least 1 month during the 3 months. Communicate the number of non-brand safe pages to the advertiser. The audited pages must account for at least 10% of the website's total number of pages.</p> <p><u>Source:</u> Publisher / Sales house Agency or advertiser (for the audits)</p> |

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3. Minimum Standards of Viewability

Viewability measurement

| Requirement from publisher | Audit |
|---|---|
| <ul style="list-style-type: none">The website is committed to allowing a certified third-party auditor to independently check, using a tag, the viewability of all its IAB format placements.http://www.iabstandards.be/#/ | <p><u>Type:</u> Signed Statement submitted to the advertiser and check carried out using one or more audits performed by the website for its own analysis or at a buyer's request by a third-party technology. Each viewability audit should cover a period of at least 1 month, and account for at least 10% of all ad impressions served on the website over this period. The audit must cover IAB formats. Quarterly audit</p> <p><u>Source:</u> Publisher / Sales house Agency or advertiser (for the audits)</p> |

Optimize display ads on active screens

| Requirement from publisher | Audit |
|---|---|
| <ul style="list-style-type: none">The website is committed to reducing the number of non-viewable impressions, by implementing all available means to ensure that only ads that appear on the active screen are called. | <p><u>Type:</u> Signed Statement submitted to the advertiser with the list of actions taken by the publisher. The reduction in the rate of non-viewable impressions served (based on measured impressions) in accordance with current standards. The audited impressions must cover a period of at least one month and represent at least 10% of the website's total impressions over the audit period.</p> <p><u>Source:</u> Publisher / Sales house</p> |

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4. Transparency in the Online Media Supply Chain

Disclose trading costs

| Requirement from agency or partner | Audit |
|---|---|
| <ul style="list-style-type: none"> The agency enters an agreement with the advertiser and any other partner to provide a list of “compliant publishers” and trading transparency which highlights the following items: <ul style="list-style-type: none"> Show actual media costs (pass-through) Declare all 3rd party technology costs upfront (pass-through) Provide all 3rd party audiences available along with costs Provide impressions and clicks broken down by domains | <u>Type:</u> Signed Statement submitted to the advertiser covering the requirements for transparency <u>Source:</u> Agency |

5. Verification of campaigns and performance measurement by a third party

Verify key performance

| Requirement from agency or partner | Audit |
|---|---|
| <ul style="list-style-type: none"> Ensure that third party ad verification technology can indeed collect KPIs based on the technology integration used by the publisher: <ul style="list-style-type: none"> VPAID vs. VAST video format Open Measurement SDK: https://iabtechlab.com/standards/open-measurement-sdk/ | <u>Type:</u> Signed Statement submitted to the advertiser stipulating which video format is used <u>Source:</u> Agency |

6. Troubleshooting Wall Garden issues

Verify key performance & competitive insights

| Requirement from publisher / media owner | Audit |
|--|--|
| <ul style="list-style-type: none"> Create a transparent solution that provides impression level data with spend tracking companies to enable advertisers to track spend in their category and competitive set | <u>Type:</u> Signed Statement submitted to the advertiser <u>Source:</u> Publisher /media owner |

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7. Higher standards for data transparency

Personal data protection

| Requirement from publisher | Audit |
|--|--|
| <ul style="list-style-type: none">• The website complies with current legislation relating to the protection of personal data and is committed to informing internet users about the objectives of cookies and other trackers.• https://www.ubabelgium.be/fr/news-insights/detail/2018/02/13/LUBA-publie-une-Charte-sur-la-transparence-en-matire-de-GDPR• https://www.ubabelgium.be/nl/news-insights/detail/2018/02/13/UBA-publiceert-een-Transparantie-Charter-over-GDPR | <p><u>Type:</u> Signed Statement submitted to advertiser</p> <p><u>Source:</u> Publisher / Sales house</p> |

8. Improve the user experience

User experience enhancement

| Requirement from publisher | Audit |
|--|--|
| <ul style="list-style-type: none">• No formats prohibited by the Coalition for Better Ads must appear on the website• https://www.betterads.org/• Improve frequency capping | <p><u>Type:</u> Identify ad formats prohibited by the Coalition for Better Ads by performing random checks of the website</p> <p>Evaluate page load experience and implementation of flexible size ads</p> <p>Identify technology compatibility for better frequency capping and multi-technology usage cannibalisation risks</p> <p><u>Source:</u> Monitoring implemented by agency partner or advertiser</p> |

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C. Appendix

MRC accredited third party adverification tools

<http://www.mediaratingcouncil.org/Digital%20Landscape.pdf>

| Digital Metrics, Companies Accredited by MRC Based on MRC accredited digital properties as of 7/9/18 | |
|--|---|
| <small>(d = in desktop environments; mw = in mobile web environments; ma = in mobile in-application environments)</small> | |
| Ad Centric: | User Centric: |
| <p>Served Ad Impressions—Display: Adform (d, mw, ma), Adledge (d, mw), Adloox (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d, mw), Facebook Ads (d, mw, ma), Flashtalking (d, mw, ma), FreeWheel (d, mw, ma), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Hulu (mw, ma), Innovid (mw), Instagram Ads (mw, ma), Integral Ad Science (d, mw, ma), Markit Digital (d, mw), Meetrics (d, mw, ma), Moat (d, mw, ma), Pixalate (d, mw), S4M (mw, ma), Sizmek (d, mw, ma)</p> <p>Served Ad Impressions—Video: Adform (d, mw, ma), Adledge (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d, mw), FreeWheel (d, mw, ma), Google AdWords (d, mw, ma), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Hulu (d, mw, ma), Innovid (d, mw), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Sizmek (d, mw, ma)</p> <p>Served Ad Impressions—Rich Media: Flashtalking (d, mw, ma), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Hulu (d, mw, ma), Markit Digital (d, mw), S4M (mw, ma), Sizmek (d, mw, ma)</p> <p>Clicks: Extreme Reach (d, mw), Google AdWords (d, mw, ma), Google DCM (d, mw, ma), Microsoft Bing (d), S4M (mw, ma), Sizmek (d, mw, ma)</p> <p>Viewable Display Ad Impressions*: Adform (d, mw, ma), Adledge (d, mw), Adloox, comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Flashtalking (d), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Integral Ad Science (d, mw, ma), Markit Digital (d, mw), Meetrics (d, mw, ma), Moat (d, mw, ma), Pixalate (d), Sizmek (d)</p> <p>Viewable Video Ad Impressions*: Adform (d, mw, ma), Adledge (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Extreme Reach (d), Google AdWords (d, mw, ma), Google DCM (d, mw, ma), Google DFP (d, mw, ma), Innovid (d), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Sizmek (d)</p> <p>Sophisticated Invalid Traffic Detection/Filtration Adloox (d, mw), comScore (d, mw, ma), DoubleVerify (d, mw, ma), Google AdWords (d, mw, ma), Google DCM (d, mw), Integral Ad Science (d, mw), Meetrics (d, mw), Microsoft Bing (d), Moat (d, mw), Pixalate (d, mw), White Ops Fraud Sensor (d, mw)</p> <p>Other: comScore vCE-Validation (Ad Verification), DoubleVerify (Ad Verification), Integral Ad Science (Ad Verification), S4M (certain mobile post-click metrics)</p> | <p>Unique Cookies: Extreme Reach, Nielsen Digital Ad Ratings (DAR), Sizmek</p> <p>Unique Users: comScore vCE-Audience 2.0, Nielsen DAR</p> <p>GRPs: comScore vCE-Audience 2.0 (desktop display and video viewable impression-based GRP for age/gender and behavior-based ethnicity demo breaks), Nielsen DAR (desktop display and video viewable impression-based GRP for Integral Ad Science and Moat viewability integrations, age/sex demo breaks ages 13+)</p> <p>Other: Digital Element NetAcuity (IP-based geographic identification for non-mobile network connected traffic)</p> <p>Triton Digital Webcast Metrics Monthly Ranker and Webcast Metrics Local Pandora implementation (audio streaming measures)</p> |
| <p>Ad Centric: Relies on counts generated from an ad server's systems. User Centric: Relies on counts derived in some fashion based on the activity of internet users.</p> <p>* Accreditation for Viewable Impressions includes accreditation for required viewability related metrics.</p> | |

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IAB Formats

https://www.iab.com/wp-content/uploads/2017/08/IABNewAdPortfolio_FINAL_2017.pdf