



## IAB Viewability Taskforce established to guide Australian market

Taskforce participants come from all sides of digital industry Whitepaper to be released in November Intend to extend focus into broad range of ad effectiveness measures Sydney, 26th October 2016: IAB Australia has established a Viewability Taskforce to provide guidance and education around Viewability for the Australian market. The Taskforce members, who come from a range of digital industry organisations, was set up several months ago to develop a consistent definition and understanding of viewability which will enable publishers, agencies and advertiser to have more informed conversations about what they are buying or selling.

The Taskforce is currently working on a whitepaper which will be released in November and it has flagged its intention to extend its focus beyond viewability and into a broader range of ad effectiveness measures over the coming months.

IAB Australia has been working closely with industry on the topic of viewability, providing industry guidance more than a year ago around the use of MRC accredited vendors and the value of premium placements. It supports the IAB US viewability measures which were announced in 2014 and have since been refined and extended to cover video, mobile web and mobile in-app.

Viewability, which is about the 'opportunity to see' rather than engagement or ad effectiveness, sets the baseline for measuring advertising effectiveness. As a result defining and understanding viewability it is essential for all other aspects of campaign success.

Vijay Solanki, IAB Australia CEO commented: "Thanks to the broad range of participants our Taskforce will provide the industry with a diverse and robust perspective on viewability and associated metrics."

In late 2015 IAB Australia issued the following guidance to the advertising industry on tracking viewable impressions across digital devices.

Viewability is about the "opportunity to see." It is not about engagement or ad effectiveness. Non-measured impressions do not equal impressions that are not viewable. Non-measured impressions do not equal fraudulent impressions. Buyer and Seller should agree on a single measurement vendor ahead of time. If employing viewability measurement it is highly recommended that a MRC accredited vendor is used." The basics of the minimum viewability standards recognised across desktop and mobile are; Display has 50% of the pixels in view for 1 second Display video has 50% of the pixels in view for 2 seconds Large format display has 30% of the pixels in view for 1 second /Ends

### About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: [www.iabastralia.com.au](http://www.iabastralia.com.au)

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