Open Measurement SDK for Web Video

Domain Access Validation for Publishers Guide

Version 1.0 | December 2020

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Executive Summary

The Open Measurement Software Development Kit (OM SDK) is designed to facilitate third party viewability and verification measurement for ads served to websites and mobile app environments without requiring multiple Ad Verification Service Providers (Measurement Provider) SDK.

The OM SDK for Web Video consists of a library for web video measurement as well as a JavaScript API named Open Measurement Interface Definition (OMID) that is integrated by the Integration Partners (Video players, Ad SDK developers, or publishers with in-house stacks). The library collects various signals, such as ad container geometry and playback events via direct communication with the video players, and publishes these signals via the OMID JavaScript API.

The collection, processing, analysis, and reporting of information surfaced by the OM SDK is the responsibility of the Measurement Provider using their respective JavaScript tag that is served with the ad creative. OM SDK for Web Video includes the selection of an access mode during integration (Creative, Domain or Limited). Due to the different nature of these access modes, Measurement Providers have varying requirements around their usages. This guide will detail the requirements for Domain Access mode, a new access mode introduced for Web Video, and the accompanying validation service for publishers offered by IAB Tech Lab.

OM SDK is developed and managed by the Open Measurement Working Group

Change Log

Revision	Description	Author	Date
Version 1.0	Document created, for OM SDK Web Video release	Jill Wittkopp (jill@iabtechlab.com)	11/05/2020

Validation Process

The Domain Access Validation is voluntary and validates a publisher's implementation of OM SDK for Web Video, configured using domain access mode, against a simple set of test cases and results. The validation is designed to help reduce fraud through domain spoofing when Measurement Provider tags are loaded into a sandboxed iframe and cannot measure the ad creative directly.

The validation is performed at the domain/subdomain level. For example a publisher may have a video player on-boarded on multiple subdomains. Each subdomain will need to implement the domain loader file and register for weekly validation. The domain loader file may be found here: https://iabtechlab.com/standards/open-measurement-sdk/domain-loader

All test cases are executed by IAB Tech Lab for the purpose of the validation process.

Application

To apply for Domain Access Validation, the publisher must have implemented a Video Player or Ads SDK with certified OM SDK for Web Video integration in their website and the applying publisher would have selected domain access mode in their setup.

OM SDK for Web Video can be downloaded from the IAB Tech Lab tools portal (http://tools.iabtechlab.com) by requesting access to OM SDK. Please see the Integrator Onboarding Guide: https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Onboarding%2BGuide%2Bfor%2BIntegrators.pdf and Quick Start Guide for Publishers: https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Publisher%2BQuick%2BStart%2BGuide.pdf for more details.

Validation Fees

There is an annual fee for this validation service that covers weekly automated testing and making the testing results available to Measurement Providers.

Please check for pricing here: https://iabtechlab.com/compliance-programs/techlab-compliance-pricing/

Qualification

Any publisher that has integrated the OM SDK for Web Video in domain access mode is eligible to apply for this validation.

Geographic Applicability of Validation

The Domain Access Validation is a global program and applies to all geographic regions.

Validation Testing

IAB Tech Lab will do a weekly, unannounced, automated check of the domain loader file integration. This testing assumes that the publisher has completed the integration detailed in the *Quick Start Guide for Publishers* found at the following URL:

https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Publisher%2BQuick%2BStart%2BGuide.pdf

The scope of validation testing covers the following:

1. **Registration:** There are two forms of registration. A publisher may register themselves, or an integration partner may register their publisher partners. Both registrations are done in the Tech Lab Tools Portal: https://tools.iabtechlab.com/ . If you are both a publisher and an integrator, please register as a publisher.

2. **Validation:** with domain access the domain loader file must be hosted on the publisher domain or subdomain on which the ad will be served. The domain loader file may be found here: https://iabtechlab.com/standards/open-measurement-sdk/domain-loader . The loader is an HTML file that; 1) loads verification scripts in a sandbox, and 2) proves the web page's domain to the loaded script. The process will validate:
   a. The unmodified Tech Lab version of the loader is hosted on the page-level domain or subdomain. For example, if the integrator is ads.sdk.com but is ultimately displaying ads on publisher.com, the file must be hosted on the domain where the ad displays, with a URL path like https://publisher.com/.well-known/omid/omloader-v1.html
   b. The loader is served with the following HTTP headers:
      i. X-Frame-Options: sameorigin (MDN docs)
      ii. Content-Security-Policy: frame-ancestors 'self' (MDN docs)

3. **Publish results:** Tech Lab will make the results of this test available after each validation test. They will be available via public API with the results of pending, active, suspended or expired.

The following process must be followed for certification testing:

Publisher implements the OM SDK for Web Video in domain access mode details
https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Publisher%2BQuick%2BStart%2BGuide.pdf

Integration Partner has passed OM Integration Validation Compliance process found here: https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/Integration%2BValidation%2BCompliance%2BGuide.pdf.

Publication of Validation Status

IAB Tech Lab will publish a machine readable list of all Domain Access Validation results. This data will be available for use by Measurement Providers to provide additional assurance that impressions occurred on a given domain when measurement scripts access to creative is limited.

https://transparencycenter.iabtechlab.com/compliance/omsdk/domainaccessvalidation

Continued Validation

Publishers who have registered for this validation process must maintain the required file continuously. The above listed validation checks will be done on a weekly basis with no notice to the publisher. Validation status will be updated after each weekly check.

To properly maintain compliance of publishers using domain access mode, IAB Tech Lab will maintain the results each time validation is performed for each domain or subdomain under one of the following status:

- **Pending:** submitted but hasn't been through validation yet
- **Active**: is the status listed upon successful validation
- **Suspended**: is the status listed if a domain does not successfully pass a validation test. A domain will remain suspended until the next test run. If a domain is marked suspended and changes are made to correct that status prior to the next weekly validation run, Tech Lab may do a one time on-demand validation run.
- **Expired**: is the status listed if a domain decides to no longer subscribe to this validation service

Maintaining Validation

It is the responsibility of the publisher to maintain the accuracy and validity of OM SDK for Web Video in domain access mode.

If your domain is listed in a 'suspended' state after validation you will receive email notification from IAB Tech Lab. Upon correction of the validation error you may request to have the validation test done again or it will be re-tested at the next weekly validation run.