Open Measurement SDK for Web Video

Onboarding Quick Start for Publishers

The Open Measurement SDK for Web Video (OM SDK for Web Video) offers an JavaScript library and API to facilitate third party viewability and verification measurement for ads served to web video environments.

IAB Tech Lab offers an optional compliance program for integration partners who implement OM SDK for Web Video. Publishers who work with these integration partners for other Open Measurement solutions will find two additional steps to support OM SDK for Web Video. These steps account for the security needed in a web environment.

This quick start guide outlines details for these steps. For more details on compliance for integration partners in a web video environment, review the onboarding guide for integration partners found at the following link: https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Onboarding%2BGuide%2Bfor%2BIntegrators.pdf

Working with Integration Partners

Integration partners work with IAB Tech Lab to certify their OM SDK for Web Video implementation. When publishers onboard an integration partner's video player or ads SDK, they can expect the integration partner to provide specific instructions. In addition to their instructions, publishers must choose an access mode for supporting the integration. These access modes determine how data is shared to the third party measurement provider(s) and are explained as part of the following steps.

To onboard an integration partner, publishers must complete the following steps:

1. **Load the OM SDK for Web Video service script:** the service script must be downloaded into a same-origin and friendly ad container iframe.

2. **Select access mode:** publishers must select the access mode they're willing to support. They must communicate their selection to integration partners and verify whether the third party measurement provider can operate given the publisher's choice of access mode. These access modes are defined in the following section.

Access Modes

Access mode is a choice publishers make when implementing a video player or ads SDK with certified OM SDK integration into their website. Please talk to measurement provider(s) directly regarding the necessary support given your chosen access mode.

Three access modes are 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 provider script to the video player.

2. **Domain Access (extra step required):** In this mode, the measurement provider JavaScript tags load into a sandboxed iframe with specific settings and additional requirements. This mode allows the publisher to restrict Measurement Provider 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.

   If domain access mode is selected, 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, requires the OM SDK JavaScript to pass measurement events to measurement scripts using the API for OMID Client Libraries.

   Publishers may voluntarily register for the Tech Lab's Domain Access Validation for Publishers found at the following URL:

   https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Domain%2BAccess%2BValidation%2BGuide.pdf

   Voluntary registration is explained in the following section so 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 provider 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 using the API for OMID Client Libraries. Because measurement scripts can't

measure the creative directly or verify the domain, a measurement provider may consider impressions invalid when collecting data in this access mode.

Publisher Support for Domain Access

If a publisher has onboarded OM SDK for Web Video with Domain Access Mode, an additional requirement must be met to provide measurement scripts with proof of the publisher's domain. This is done with a small file called OM SDK Domain Loader. The loader is a small HTML file that loads verification scripts in a sandbox, and proves the web page's domain to the loaded script.

The OM SDK Domain loader must be hosted under the following conditions:

1) 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 at a path like https://publisher.com/.well-known/omid/omloader-v1.html

2) The loader is served with the following HTTP headers:
   a) X-Frame-Options: sameorigin (MDN docs)
   b) Content-Security-Policy: frame-ancestors 'self' (MDN docs)

The OM SDK domain loader file may be found at the following URL:

https://iabtechlab.com/standards/open-measurement-sdk/domain-loader

Voluntary Validation for Domain Access Support

The publisher may also register for Domain Access Validation. This is a voluntary validation service offered by IAB Tech Lab in which Tech Lab will do a weekly crawl of the domain loader file to validate that they meet the onboarding requirements, the results of which will be made available to Measurement Providers.

Details of the Domain Access Validation can be found at the following URL: https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Domain%2BAccess%2BValidation%2BGuide.pdf

Onboarding Workflow and Checklist

Publishers can use the following workflow and checklist to onboard integration partners and their third party measurement providers.

Step	Integration Partner/Publisher	OMWG Commit Group	Comments/Milestones
1. Select OM for Web Video Certified Integration Partner			
2. Follow Integration partner specific onboarding instructions			
3. Select Access Mode for each verification script resource	Publisher select an access mode for OM SDK for Web Video (Creative, Domain, Limited)		
4. If Domain Access Mode, host Domain Loader File			
5. Validation of Domain Access Mode	Register domain for validation with IAB Tech Lab		https://tools.iabtechlab.com/