INVENTORY QUALITY GUIDELINES
VERSION 2.2

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ABOUT THE INVENTORY QUALITY GUIDELINES

The TAG Inventory Quality Guidelines (IQG) Program promotes the flow of advertising budgets into digital advertising with industry regulation that offers a framework for brand safety.

The mission of the IQG Program is to reduce friction and foster an environment of trust in the marketplace by providing clear, common language that describes characteristics of advertising inventory and transactions across the advertising value chain.

The goals of the IQG Program are to:
- Support the information needs of advertising buyers
- Define a common framework of disclosures that sellers can use across the industry
- Offer clear language that enables buyers to make informed decisions
- Review compliance and facilitate the resolution of disputes and complaints

Please note that for simplicity, the acronym IQG is used throughout the document to refer to both the Guidelines and the Program.

This document can be found on the TAG website at: https://www.tagtoday.net/IQG/guidelines

For more information about the IQG, please email info@tagtoday.net.

ABOUT THE TRUSTWORTHY ACCOUNTABILITY GROUP

The Trustworthy Accountability Group (TAG) is first-of-its-kind cross-industry accountability program to create transparency in the business relationships and transactions that undergird the digital ad industry, while continuing to enable innovation. A joint marketing-media industry program, TAG was created with a focus on four core areas:

- Eliminating fraudulent traffic,
- Combating malware,
- Fighting ad-supported Internet piracy to promote brand integrity, and
- Promoting brand safety through greater transparency.

TAG was created by the American Association of Advertising Agencies (4A's), Association of National Advertisers (ANA), and Interactive Advertising Bureau (IAB) and works collaboratively with companies throughout the digital ad supply chain.

For more information on TAG, please visit http://tagtoday.net/.

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Executive Summary

With more than a million sites that carry advertising and hundreds of technology vendors that are conduits for buyer-seller exchange of media, advertising transactions in the digital ecosystem are typically complex and lack transparency. These guidelines establish a transparent set of rules to enhance buyers and sellers' integrity and credibility, and provide a framework for each seller to disclose information about their inventory while buyers are now offered the opportunity to disclose information about their creatives.

The Inventory Quality Guidelines (IQG) promotes the flow of advertising budgets into digital advertising with industry regulation that offers a framework for brand safety.

The mission of the IQG program is to reduce friction and foster an environment of trust in the marketplace by providing clear, common language that describes characteristics of advertising inventory and transactions across the advertising value chain.

The goals of the IQG program are to:

- Support the information needs of advertising buyers
- Define a common framework of disclosures that buyers and sellers can use across the industry
- Offer clear language in the IQG disclosure framework that enables buyers and sellers to make informed decisions
- Review compliance among IQG-certified companies and facilitate the resolution of disputes and complaints.

IQG offers value to both buyers and sellers:

Benefits for the Buyer
IQG provides transparency for buyers, enabling them to buy advertising inventory with confidence. IQG creates a simple, common and standard language for buyers to describe and classify their creatives, which provides sellers with the transparency needed to ensure the brand safety of their audiences. IQG was created jointly by buyers and sellers and represents the buyers' voice to sellers within defined terms and conditions for seller disclosure.

Benefits for the Seller
IQG creates a simple, common, and standard language to describe and classify advertising opportunities. Doing so makes buying inventory easier for the buyer, which increases overall demand for IQG-certified sellers. Increased inventory value for IQG-certified companies enables increased revenue because IQG certification classifies these companies as industry leaders, clearly distinguishing them from any bad actors.

Version 2.2 of the Inventory Quality Guidelines (IQG) includes updates that improve the quality of the IQG program.

- **Programmatic Considerations:** Disclosures related to the OpenRTB Specification and the OpenRTB Native Ads API Specification (referred to collectively throughout this document as the OpenRTB Specification) were added to increase the level of awareness as it relates to transparency in a programmatic environment.

- **Buyer Disclosures:** Disclosures from the buyer are now part of the Inventory Quality Guidelines, ensuring brand safety for sellers and their audiences.
- **Audience Targeting:** Disclosures related to "audience targeting" were added to address the primary targeting criteria used in a programmatic environment.

Though IQG 2.2 offers improvements that are sure to increase adoption across the industry, the IQG initiative is a living process that is improved only by industry participation and adoption.

Stakeholders and Interested Parties
Any party interested in the requirements or certification process for the IQG Certification Program can benefit from being familiar with the guidelines in this document. Specifically, any company interested in achieving IQG Certification status can use these guidelines as a resource for taking the steps necessary to achieve and maintain IQG Certification. Although certification is limited only to sellers at this time, buyers are encouraged to provide the buyer disclosures outlined in section 4.3 Creative Evaluation.

1 Overview: Digital Advertising Transactions

A transaction in digital advertising is an agreement between a buyer and a seller in which the seller provides inventory that the buyer values and purchases at agreed upon terms and conditions. This agreement is typically defined by a contract such as an Insertion Order (IO), Terms and Conditions (T&C), or equivalent. This contract becomes the key vessel for a buy or campaign. In a programmatic environment, this "agreement" is in the form of the bid request / bid response as outlined in the OpenRTB Specification, where the seller offers the buyer an opportunity to bid on a specific placement in real time, and the buyer responds accordingly.

The IQG initiative aims to ensure quality in such transactions; more specifically IQG describes a framework in which sellers present their company's open media inventory to buyers in a way that discloses as much as possible to deliver safety, transparency, and trust in digital advertising transactions. In turn, the buyer is as transparent as possible about the creatives that are to be displayed on the seller's inventory, completing the circle of trust and transparency.

The following sections describe the parties to an IQG transaction in more detail, the structural breakdown of an IQG transaction, and the different advertising formats that may be included in an IQG transaction.

1.1 The Parties in an IQG Transaction Agreement

An IQG transaction is between a buyer and a seller, but in digital advertising a buyer may merely represent the party who owns the advertisements and ultimately pays for the transaction. A buyer may also be a secondary party that purchases inventory without any representation of the original advertisement owner. For example, an exchange may purchase inventory on another exchange on behalf of a buyer that has a seat on their exchange.

Likewise, a seller may be a secondary party that represents the original owner of inventory, or may resell inventory that it has purchased from the original inventory owner. For example, an exchange may sell inventory to another exchange, which in turn sells the inventory to the buyer. In both examples, the secondary buyer and seller are considered "indirect" as they do not have a direct relationship with the owner of the advertisement or the owner of the inventory.

In addition, while an IQG transaction only directly involves the buyer and the seller, any number of indirect parties, such as technology and service providers, may play a role in providing the resulting digital advertising experience.

1.1.1 Sellers

A seller in an IQG transaction offers ad placement inventory to advertisers. Direct sellers either own the inventory for sale or represent the inventory owner. Indirect sellers don't have a direct relationship with the inventory owner, but may be qualified to resell a direct seller's inventory.

Direct Sellers and APAs

The most direct seller is a publisher company that provides content to an audience. This type of seller's inventory is ad space that offers value to advertisers depending on the size and demographics of the audience. While a publisher may sell this inventory directly, larger publishers may appoint an agent to manage and sell this inventory.

In the IQG program, this agent is an Authorized Publisher Agent (APA). An APA is also a direct seller. Publishers formerly appoint APAs and the relationship is established with a contractual, and often financial, agreement.

A publisher may choose to have one exclusive APA to provide more control over its inventory or may have more than one authorized agent per site (domain). In either case, only the inventory owner may designate a representative APA. An APA is prohibited from appointing another APA or transferring its designation as an APA to another non-APA agent.

Indirect Sellers

An indirect seller sells publisher inventory but does not have a direct, contractual relationship with the publisher. For example, an indirect seller, such as a network or exchange, may have an agreement with a publisher-appointed APA to resell remnant inventory but does not have a direct relationship with the publisher.

As an example to distinguish a direct seller from an indirect seller, a publisher may partner with a company that is acting as an APA to manage its non-reserved inventory. The APA offers the publisher's inventory to various networks on a site-specific basis. When those networks contract with the APA to purchase inventory from the publisher, then the APA is a direct seller to the networks. If one of those networks resells the inventory purchased from the APA, the network is an indirect seller of the publisher's inventory.

The Value of IQG for Sellers

Sellers work hard to offer value to buyers. Publishers, in particular, focus on developing quality content for their audiences and driving quality traffic to their sites, creating value for advertisers. However, the value to advertisers can be difficult to define and match to an advertiser's needs without some way to qualify claims made in a digital advertising transaction.

With IQG certification, sellers have a way to distinguish themselves among those companies that offer quality, transparent, well-defined transactions in the digital advertising market. By working with buyers that support IQG, sellers can be ensured that the creatives served to their audiences are brand-safe.

1.1.2 Buyers

A buyer in an IQG transaction buys a seller's inventory that it uses to advertise products or services to the seller's audience. Direct buyers are advertisers who own the advertisements for placement on the seller's site or ad agencies that directly represent the advertisement owner. Indirect buyers don't have a direct relationship with the advertisement owner, but may be qualified to assign the direct buyer's advertisements to a seller's inventory.

Direct Buyers and Authorized Advertiser Agent (AAA)

The most direct buyer is a brand company represented in the advertisements that it wants to place on the seller's inventory. However, most prominent brands hire an agency to manage their advertisement campaigns.

In IQG, a brand-appointed agency is an Authorized Advertiser Agent (AAA). An AAA represents an advertisement owner under a contractual, often financial agreement, between the advertisement owner and the AAA. An AAA is also a direct buyer.

The advertisements owner may appoint more than one AAA, but only the advertisement owner may designate a representative AAA. An AAA may not appoint another AAA or transfer its designation as an AAA to another agent.

Indirect Buyers

An indirect buyer purchases seller inventory without formerly representing an advertisement owner. For example, a technology company may purchase inventory in anticipation of placing a direct buyer's advertisements in the purchased seller inventory.

Also, an indirect buyer may purchase remnant inventory without any initial representation of the advertisements it will place in the purchased inventory. In many cases, an indirect buyer may purchase inventory and then become an indirect seller of the inventory purchased.

The Value of IQG for Buyers

With all of the technology and proprietary practices, service vendors and other digital advertising products, the details that make up a purchase can be difficult to decipher. Agency buyers have a responsibility to their clients to ensure client brands are associated with a quality experience.

Buyers that buy from IQG-certified companies can be assured that transactional claims are in-line with practices that are self-regulated and reviewed quarterly.

1.2 The IQG Transaction

The IQG transaction is an agreement between a buyer and a seller in which the seller discloses the expected context where the buyer's ads will be displayed and is the time when the buyer agrees to the terms and conditions in which the transaction is disclosed. In an IQG transaction, the seller and the buyer should be as transparent as possible about how the transaction will be executed.

The Trustworthy Accountability Group (TAG) acknowledges that sellers can't always disclose everything in a transaction. Sellers may not know or have access to all details and conditions, depending on the nature of the transaction. In such situations, the seller should disclose its lack of knowledge where applicable. By being as transparent as possible, the seller enables the buyer to assess value and risk associated with the transaction. In return, the buyer should be as transparent

as possible about the creatives that are to be displayed on the seller's inventory, completing the circle of trust and transparency.

Transaction details and level of transparency are disclosed at the time of transaction before the buy is executed. In the case of a programmatic transaction, certain details may be disclosed programmatically during real-time transactions. Details on the expected execution of programmatic transactions are disclosed "in real-time" when the buyer-seller agreement is made.

1.3 Advertising Formats of an IQG Transaction

An IQG transaction may include various types of advertising formats that can range from general display and text to video or mobile options. In addition, programmatic buys that may exchange a combination of the formats listed below during a transaction may be defined as part of a campaign or as the primary execution of the campaign.

IQG 2.2 supports disclosures for the advertising formats described in the following sections from 1.3.1 to 1.3.4.

1.3.1 Display and text

In general, traditional display and text advertising are the most common forms of advertising. Display and text advertising can provide rich, interactive experiences to audiences for which they are displayed.

IQG-certified transactions offer transparency into the context where ads are being served. Depending on what is disclosed in the transaction, this level of transparency can enable advertisements to be paired with the right inventory, increasing the value of the inventory by offering some level of brand protection.

IQG was designed with traditional display and text formats in mind, but disclosures about the technical context, content type, and placement and creative details help distinguish traditional display from formats like video and mobile.

1.3.2 Native Advertising

Native has become a hot topic in the advertising marketplace, but for the practice to flourish further, it needs consensus on definitions and structure. In response, IAB and its Native Advertising Task Force released the "IAB Native Advertising Playbook." The playbook provides the industry with a framework for thinking about and discussing current native advertising options with the goal of eliminating marketplace confusion and thereby helping sellers sell and buyers buy. Importantly, it also provides Recommended Industry Guidance for Advertising Disclosure and Transparency for ad units most often described as 'native.' The IAB Native Advertising Playbook can be downloaded here - http://www.iab.com/nativeadvertising.

1.3.3 In-Stream Video

In-stream video inventory is ad space offered in the context of streaming video. Ads may be a linear video that plays before, after or during a break in the streaming video, or ads may be in the format of an image or interactive media that overlays the streaming content.

IQG supports disclosures specific to transactions that include in-stream video ads. Disclosure options described in section 4 help define in-stream video inventory in an IQG transaction.

1.3.4 Mobile

With the rapid adoption of mobile devices over the last few years and the increased sophistication of each new mobile device brought to market, advertisers can't help but look for inventory that is offered in a mobile context.

Mobile advertising is specific to applications installed on consumer devices (Native Apps), browser-based applications designed for mobile (Web Apps), or mobile-optimized and responsive design websites. Browser-based advertising that is designed for desktop computers and merely viewed on a mobile device is excluded from the generally accepted definition of mobile advertising.

As with in-stream video, certain IQG disclosures help define a transaction that includes mobile advertising.

1.3.5 Programmatic Buying/Auction Mechanics

Programmatic transactions are handled by automated systems that exchange ads and inventory in real-time. For buyer-seller agreements that include programmatic buying components, it's important to understand that the actual "agreement" is made when the impression is offered by the seller to the buyer in the form of a "bid request," which is then responded to by the buyer in the form of a "bid response."

Section 4.3.2 offers guidance based on the OpenRTB Specification that allows for complete transparency in a real-time bidding environment. The "object specifications" related to the bid request and the bid response, which include specific attributes down to the placement and creative level, allow for more transparency in a real-time bidding environment. However, the real-time bidding process allows the marketplace to determine the amount of transparency required as ultimately, both the buyer and the seller have the opportunity to "walk away" from the transaction if they're uncomfortable with the amount of transparency.

1.3.6 Audience Targeting

Similarly, Section 4.3.3 offers guidance outlined in the OpenRTB Specification that allows the buyer to target the appropriate audience.

2 IQG Certification Process

Certification can be obtained at two different tiers: self-certification and independent validation certification. A company has the option to choose one tier or the other. The selected method is recorded and displayed on the TAG website. Since the internal processes for both certification tiers are the same, a company that certifies under self-certification can add independent validation certification at any time to achieve the higher level of certification.

Self-certification is obtained with a self-attestation that the company is adhering to the TAG Inventory Quality Guidelines. Independent validation certification is obtained by inviting an independent vendor to validate that a company is adhering to these guidelines. The process is parallel for both except that in an independent validation, the validating company submits additional required attestation paperwork and reports. Independent validation is strongly encouraged.

2.1 Application

TAG registration is a prerequisite for all TAG certification programs. This means that the initial step for each applicant is to ensure that it has been "Verified by TAG".   Please refer to the TAG website for additional information regarding registration at https://www.tagtoday.net/registration/.

IQG certification begins by reaching out to TAG at info@tagtoday.net or applying online on TAG's website and providing TAG with the Key Contacts defined in Section 2.1.2 More information can be found at https://www.tagtoday.net/application-for-iqg-certification/.

2.1.1 Qualification

Any company that buys or sells inventory in the digital advertising supply chain can qualify for IQG certification. Additionally, any company interested in becoming IQG certified should also agree to abide by the IAB Member Code of Conduct. Details about the IAB Member Code of Conduct can be found on IAB's website at http://www.iab.com/iab-member-code-of-conduct/.

2.1.2 Key Contacts

Key contacts need to be documented and available for IQG certification-related communication. A single person may be listed for multiple contacts, and specific titles or roles are not required for any of the contacts. TAG simply needs these contacts on file and available during the IQG certification process.

The following contacts help facilitate TAG communications with IQG-certified companies:

- **Compliance Officer:** The compliance officer is an appointed person at the applicant company who will attend training and lead the effort to ensure that the company is compliant with TAG's Inventory Quality Guidelines.
- **Billing:** A contact must be identified for billing IQG Certification and renewal fees.
- **Marketing:** Upon certification, the marketing contact on file is given the IQG Certification seal and any other materials and information that the company can use to promote itself as an IQG-certified company.
- **Business Lead:** Someone with decision-making authority must be identified to ensure IQG Certification is supported at the executive level.
- **Rights and IP Contact:** After certification, TAG needs to make a contact available for the market should any claims of infringements on intellectual property, copyrights, or other proprietary work or process be brought to light while in the IQG Certification Program.

2.1.3 Certification Fee

The certification fee covers training for up to two people and supports the TAG infrastructure for processing and publishing certification. Companies will be billed for a certification fee covering the current calendar year during the application process. Companies seeking to renew their certifications for the next calendar year will be billed during the renewal process, and no later than December 1.

2.1.4 Training

Training is required for the company's appointed IQG compliance officer, and is scheduled during the application process. The compliance officer completes training during the six-month gating period described in the next section and training must be renewed on an annual basis.

2.2 Six-Month Gating Period

New companies who join TAG and apply to be IQG certified enter a six-month gating period. The gating period starts after the Compliance Officer has attended the IQG training program.

During this time:

- A quality assurance compliance team is assembled.
- Description of methodology (DOM) is developed.
- Compliance team is trained on quality assurance methodologies documented in the company's DOM.
- Conduct at least one internal audit and coordinate with an authorized validation vendor to conduct the independent validation (optional).

2.3 Certification

With training and consistent quality assurance methodologies in practice, the company is certified when required documentation is submitted and certification status is posted to TAG's website. Upon certification, TAG sends materials to the marketing contact on file for promoting the company's IQG certification status.

2.3.1 Self-Certification

A company wishing to self-certify must submit the following documents by January 31 of each calendar year:

- Application fee
- Internal audit report
- Signed Attestation documents:
    - Compliance Officer Attestation (see Exhibit A in the Appendix)
    - Executive Attestation, signed by the CEO, CFO, or Business Head (see Exhibit B in the Appendix)
- Description of Methodology

2.3.2 Independent Validation

To achieve certification by independent validation, a company must invite an independent vendor to validate that the company is compliant with TAG's Inventory Quality Guidelines. A validating company may be any accredited auditing company such as a licensed law firm or licensed CPA. In addition, any company that submits for and is approved by TAG may conduct independent validations.

While independent validation was designed to provide limited assurance, ensuring that all IQG requirements are being met within the company's operations, technology and supporting

documentation may take some time to review. Review time depends on several factors such as company operations maturity level, organization size and complexity and technology.

Companies should solicit multiple proposals from qualified vendors to ensure that they are getting the appropriate level of service at the most competitive price.

Independent validation will include review of, but is not limited to, the following:

- Job description of the compliance officer.
- Training policy and procedures.
- Internal audit policies and procedures.
- Established policies and procedures related to internal control.
- Policies and procedures for adding new advertisers.
- Policies and procedures related to adding new publishers, including how new Publishers are vetted (and "re-vetted")
- Policies and procedures related to complaint handling/resolution to ensure compliance with the TAG Guidelines.
- The company's Description of Methodology.
- Testing performed by the company as part of the quarterly review process (refer below for additional details regarding the quarterly review).

To achieve independent validation, the validating company must submit by January 31 of each calendar year the following to TAG:

- Independent Validation Attestation (see sample attestation, Exhibit C in the Appendix)
- Compliance Officer and Executive Attestations stating that the systems and controls in place during the current calendar year will be maintained in the next calendar year
- The quarterly audit report for at least one quarter during the current calendar year period
- The company's Description of Methodology

2.3.3 Publication of Certification Status
The TAG publishes IQG certification announcements for companies that have successfully implemented these guidelines. The list on the IQG-certified companies page is updated as needed to reflect all current IQG-certified companies.

To see a list of currently IQG-certified companies, please visit https://www.tagtoday.net/iqg/compliantcompanies/.

2.3.4 Remediation
Independent Validation may result in findings that require remediation. In these situations, it is the responsibility of the Independent Validator to work with the participating company to remediate the issue. Upon successful remediation, Independent Validation Attestation will be submitted accordingly.

2.4 Certification Renewal
The IQG program year runs from **January 1 to December 31**.

The IQG program is a forward-looking program, meaning that companies attest in the current calendar year that they will maintain the adequate systems and controls in place throughout the

next calendar year in order to meet the substantive requirements of the IQG program (see Section 4 Disclosure Details) and renew the "IQG Certified" Seal.

The "IQG Certified" seal must be renewed annually. The IQG renewal documentation must be provided by January 31 of the current calendar year so that TAG may review and recertify a company for the next calendar year.

Companies seeking to renew their certifications for the next calendar year will be billed during the renewal process, and no later than December 1.   Please note that companies will be billed for renewal of the IQG Certification fee automatically at the end of each calendar year, unless cancelled in writing (a minimum of 30 days' notice is requested for cancellation).

3 IQG Certification Program

The IQG Certification Program is voluntary and represents the ongoing process of defining and maintaining guidelines for transparency in the buying and selling of online media inventory.

IQG-certified companies enter into an agreement with TAG in which the company is responsible for making inquiries, obtaining relevant and necessary reports, and otherwise regularly reviewing its activities so that it can represent and confirm at all times that it is in compliance with the Program.

The components of the IQG Certification Program are described in the following sections 3.1 to 3.6. Inventory transaction disclosure requirements are described in section 4.

3.1 IQG Oversight

IQG is governed by the TAG board of directors (Board).

The TAG Board will:

- Evaluate any IQG-related complaints and determine the responsible party and penalty.
- Provide guidance and vision for current and future IQG efforts.
- Oversee and ensure progress of IQG efforts.
- Evangelize the program in the marketplace.
- Ensure any policy issues within the IQG effort is properly shared with the TAG Policy Leadership.

Details about the structure, duties, and other relevant information can be found on the TAG website at: https://www.tagtoday.net/IQG/guidelines.

3.2 Disclosure

The four phases of digital advertising transactions outlined in this document include: inventory acquisition, inventory evaluation, creative evaluation and transaction execution. Disclosures related to each phase are listed below.

Please review section 4 for specific details on disclosures.

3.3 Compliance Officer

To ensure that IQG-certified companies continue to maintain compliance with these guidelines, the compliant company appoints an IQG Compliance Officer. The compliance officer oversees the quarterly review process to ensure IQG compliance. The IQG Compliance Officer facilitates an independent vendor review for initial certification and each year for renewal (optional). The independent vendor submits a letter of attestation validating the company's compliance with IQG.

All IQG-certified companies are required to have a trained IQG Compliance Officer on staff. No requirements are made for the job description or specific title or role requirement of the IQG compliance officer, aside from its independence from sales and marketing as described below.

3.3.1 Qualifications

The IQG Compliance Officer should meet the following minimum qualifications:

- Have reporting relationships whereby compliance assessments are not influenced or biased by operations personnel being tested for compliance.
- Have adequate technical training and proficiency in testing and assessing compliance.
- Have adequate knowledge of the subject matter covered within these guidelines.
- Have an independence in mental attitude with regard to compliance assessments:
    - Maintaining intellectual honesty and impartiality
    - Objectively considering facts using unbiased judgment
    - Exercise due professional care in performing the tasks described as follows in section 3.3.2.

3.3.2 Responsibilities

The IQG Compliance Officer is responsible for the following:

- Attending IQG compliance training annually (in person or online).
- Educating internal teams on the IQG and notifying them of any changes.
- Providing internal review documentation for IQG Independent Validation Attestation.
- Maintaining the company's Description of Methodology, which will now be required to be submitted to TAG as part of the independent validation process.

3.3.3 The IQG Compliance Team

Recognizing that companies both large and small apply for IQG certification, no requirements are made for the resources needed to support IQG compliance.

The IQG compliance team is responsible for the following:

- Reviewing the publisher onboarding process
- Reviewing content
- Applying the standard rating system to content
- Implementing quarterly reviews for quality control

3.4 Quarterly Reviews

IQG training for compliance focuses on outlining the principles for internal reviews. Quarterly reviews create consistency across the industry.

The IQG Compliance Officer is responsible for overseeing quarterly reviews, which should insure that:

- Guidelines are consistently and completely followed.
- Control activities discussed during IQG training are formally documented.
- Error situations are detected in a timely fashion.
- Appropriate corrective measures are taken in a timely fashion.

Internal reviews should also include a risk analysis of certain control functions to assess how much testing is needed to validate adherence. Also, actual testing of data (i.e. sites, pages, ads, logs, etc.), both statistically and judgmentally based, should be used to validate that the existing control structure is designed correctly and operating effectively.

3.5 Description of Methodology (DOM)

The IQG Description of Methodology, or DOM, describes the company's technical methods for how inventory details are disclosed to parties with whom the IQG-certified company does business and lays out the processes put in place to ensure stated practices are maintained.

The DOM is central to IQG Certification. Quarterly and independent reviews are based on the methodologies documented in the DOM. The level of detail plays a role in a good DOM. An overly detailed DOM might be overly complex and difficult to maintain, but an overly simplified DOM may be too vague to appropriately meet minimum certification guidelines.

TAG does not define how this document should be structured or the content required, but at a minimum, a well-defined description of methodology might incorporate the following:

- Clearly stated guiding principles for the company and its IQG Certification Program.
- Regular practices involved in disclosing inventory details.
- Description of how company technology discloses inventory details.
- Defined plan for ensuring all quality assurance technology and regular practices are maintained.
- Method for detecting and correcting errors.
- Process for making updates to the IQG Certification Program and the corresponding documentation in the DOM.

Under IQG 2.2, the DOM should be submitted for certification or renewal regardless of the level of certification obtained.

3.6 Enforcement & Appeal

IQG compliance is peer-enforced. In order to ensure that the value of IQG certification is maintained, a formal process is in place for companies to make complaints about non-compliance.

3.6.1 IQG Non-Compliance

Complaints made against an IQG-certified company may be one of two complaint types:

- IQG non-compliance
- Intellectual Property (IP) infringement

Complaints regarding IQG non-compliance may affect certification while IP infringement complaints do not. Please see section 3.7 for details on IP infringement complaints.

A company that is party to an IQG-certified transaction may submit a complaint against the other party of the transaction regarding any non-compliance experienced. The complaint must include specific evidence of non-compliance and must be signed by someone of at least manager level at the company making the complaint.

To submit a complaint, please visit https://www.tagtoday.net/iqg/complaints.

3.6.2 Validating Complaints

Upon receiving a complaint, the TAG board of directors (Board) votes on whether the complaint is valid. If deemed valid, the accused IQG-certified company is notified of the complaint before the Board makes a judgment regarding the complaint.

Before judgment on a complaint is made, the accused company may repudiate the allegation of non-compliance or remediate any alleged incidents of non-compliance.

If the Board makes a judgment against the accused company, the company must work in a good faith effort to resolve the complaint as quickly as possible.

3.6.3 Loss of Certification

If three or more complaints against a single company are deemed valid within a six-month period and valid complaints are not resolved within that six-month period, certification for the IQG-certified company is removed. The company must cease to market itself as an IQG-certified company and the company name is removed from the published list of IQG-certified companies. Complaints are not made public.

3.6.4 Appeal and Recertification

Within 10 days of the Board decision to remove certification, the company may appeal before the full Board.

In order to become recertified, the company must provide documentation on how and when the complaint was addressed and the steps it has taken to ensure that similar problems will not occur in the future. Documentation of complaint resolution must be presented before the full Board.

If the majority of the Board is satisfied with the explanations and evidence of resolution, the company may pay a recertification fee to TAG and resume marketing itself as an IQG-certified company. The company is also republished to the list of companies that are certified to TAG's Inventory Quality Guidelines.

3.7 Intellectual Property (IP) Infringement Complaints

To facilitate a rights holder complaint about copyright infringement, the TAG provides an inbox for such complaints that it forwards to the alleged infringing companies. To file a complaint, please send details about your complaint and the offending company to IPcomplaints@tagtoday.net. The TAG will direct this complaint to the relevant contact at each company participating in TAG's Inventory Quality Guidelines.

4 Disclosure Details

Transparency is vital to establishing trust and enabling the flow of advertising budgets throughout the marketplace. IQG 2.2 requires transparency at each phase of a media transaction and provides a framework for labeling inventory so that buyers can accurately assign value and/or assess risk. All disclosures defined throughout section 4 that are applicable to the buy should be disclosed in the buyer-seller agreement prior to running buyers' ads on sellers' sites. However, unless noted otherwise, all disclosures are optional (although minimum requirements are noted below under inventory acquisition, content rating and non-standard classification).

Inventory Framework

The IQG Framework is a series of defined disclosures that clearly labels the seller's inventory for the buyer, and now, includes buyer disclosures for the seller. This framework simplifies transparency and adds value to reported impressions regardless of the level of transparency.

Sellers who are IQG-certified to TAG's Inventory Quality Guidelines must use the IQG Inventory Framework to label all inventory sold to the extent required by the buyer so that advertisers can accurately assign value or assess risk. Recognizing that some transactions can't be as transparent as others, the IQG Inventory Framework allows for non-transparent transactions as long as they are labeled as such.

For each buyer-seller agreement (i.e. insertion order (IO), campaign, buy, etc.) or RTB transaction, the buyer can reasonably expect that every impression run under the agreement meet the criteria represented.

If any seller within a single agreement sells an array of inventory with multiple levels of transparency, the agreement must structure the inventory so that each level of transparency is represented in a different line item. If the inventory is not or cannot be separated into different line items, then all inventory must be assigned a level of transparency equal to the least transparent item sold in the agreement.

Under IQG 2.2, the buyer is now also responsible to disclose the contextual details under the same Inventory Framework for the creative to ensure brand safety for the seller and their audience.

The IQG Inventory Framework is broken down into phases of inventory transaction as it happens either in real time or is processed prior to running impressions. The four phases defined in the Inventory Framework are: inventory acquisition, inventory evaluation, creative evaluation and transaction execution.

Disclosure options for each phase are described in sections 4.1 to 4.4.

4.1 Inventory Acquisition

The details disclosed as part of acquiring the inventory include identifying the parties involved in the agreement, the level of transparency in disclosing source page URLs and the technical context describing the environment in which ads are served.

The following disclosures under Inventory Acquisition are applicable to 1st party sellers (i.e., individual website owners) as well as 3rd party platforms (i.e., networks, exchanges and other technology providers). However, with direct buys between a 1st party seller and the buyer,

transaction party source identification and relationships, and source level transparency are implied with the exception of full real-time disclosure, which should be disclosed if applicable. Technical context, if applicable, should be disclosed regardless if you're a 1st party or 3rd party seller.

4.1.1 Transaction Party Source Identification and Relationships

IQG-certified companies must disclose their relationship with the owner of the source of media if applicable to the buy. This relationship may be either direct or indirect on either the sell side or the buy side.

Transaction party source relationships are defined in the following table:

Table 4-1: Transaction Party Source Relationships

	Direct	Indirect	Programmatic
Seller	Owns inventory to be sold or formerly represents the owner in a contractual agreement. Publishers or Authorized Publisher Agents (APA) are direct sellers.	Sells inventory that it doesn't own or directly represent. A network or exchange with no direct relationship to inventory owner is an example of an indirect seller.	Mimics a seller, either direct or indirect, but is represented by an automated technology platform in real-time transactions.
Buyer	The party that owns or represents advertisements to be placed on the seller's available media inventory. Advertisers or Authorized Advertiser Agencies (AAA) are direct buyers.	Purchases inventory on behalf of a direct buyer but lacks an authorized, direct relationship with the advertiser.	Mimics a buyer, either direct or indirect, but is represented by an automated technology platform in real-time transactions.

See section 1.1 for more detailed descriptions of the parties to an IQG transaction.

Publisher Protection	Buyer may not resell inventory on an exchange without having disclosed to the seller in advance that an exchange-based resale is among the monetization options that the buyer may pursue.

4.1.2 Source-level Transparency

Both buyers and sellers need to know how much information will be disclosed regarding the source URL for the inventory to be sold. Source-level transparency may be disclosed in full in real time, as a complete list of sites to be used (full disclosure), in the form of a list of potential sites to be used (partial disclosure), or as a general list of possible contextual sites or unknown sites (no disclosure) where ads may run.

Except for full real-time disclosure, the source domain or application is disclosed in a buyer-seller agreement prior to running impressions. The buyer-seller agreement should specify the terms by which the seller may update the inventory source list.

Source-level transparency includes the following:

Full Real-Time Disclosure (applicable to Programmatic buys)
In a real-time bidding environment, the seller passes the buyer the complete URL of the page where the ad will display at the moment that the impression is being offered. Full real-time disclosure enables the buyer's ad-serving workflow to decide on a number of factors for serving the ad such as valuation and creative selection.

Full real-time disclosure requires that the complete URL of the original publisher page where the ad will be displayed is provided to the buyer's system. Disclosing only the iframe URL that is separate from the page that contains the content is NOT considered full real-time disclosure.

Unfortunately, a source URL is not available for native mobile applications. In these cases, full real-time disclosure requires that the seller provide the complete URL for the app store page where the application is listed.

In all cases related to full real-time disclosure, the seller must pass the content source URL or the app store URL without modification.

Full Disclosure
In full disclosure, the buyer-seller agreement includes a list of all the website domains or native mobile applications where ads may run. Ads may not run on *all* sites or applications listed, but ads will *not* run on any sites or applications other than those listed.

Partial Disclosure
In partial disclosure, the buyer-seller agreement includes a list of representative website domains or native mobile applications where ads may run. Ads may run on sites and applications other than those listed, but will not necessarily run on all sites and applications listed.

No Disclosure (blind/no site list):
With no disclosure, the buyer-seller agreement is silent with respect to the website domains or native mobile applications on which ads may run.

Note: IQG-certified companies must be in a position to offer full disclosure at a minimum if requested by the buyer.

4.1.3 Technical Context
The technical context of the inventory includes whether the inventory is intended for display in a browser, digital in-stream video, mobile specific or unknown.

Browser: inventory displays in a browser, typically for desktop viewing.

Digital in-stream video: inventory displays in the context of streaming video within a video player. Video companion ad inventory is considered contextual to digital in-stream video even though it is displayed in a browser near the digital video player.

Mobile: inventory is intended to play within content optimized for mobile viewing, either within a native mobile application, in a browser-based application intended for mobile viewing, or a mobile-optimized web page.

Connected TV: inventory displays in the context of a web-connected television device.

Unknown: inventory that is not displayed in any of the contextual technology platforms noted above.

4.2 Inventory Evaluation

Evaluating the seller's inventory means establishing the context in which ads are displayed. Disclosing contextual details for content is outlined in the following sections.

4.2.1 Content Type

While sections 4.2.2 – 4.2.5 address classification of content, disclosing the content type helps IQG-certified companies determine the medium of the content.

The content type describes the type of content that is displayed either near the ad, or immediately before or after the ad is displayed. It provides the advertiser with information about the viewing context, or the activity that the user is engaged in when they are shown the ad.

Content type may be classified as one of the following:

- **Video:** a video file that is streaming or loading, including (Internet) television broadcasts
- **Game:** an interactive software game that is running
- **Music:** an audio file or stream that that is playing, including (Internet) radio broadcasts
- **Application:** an interactive software application that is running
- **Text:** a document that is primarily textual in nature, including web page, ebook, or news article
- **Other:** the user is consuming content of known type but which does not fit into one of the categories above
- **Unknown:** content type is unknown

4.2.2 Content Classification

The content in which an ad is placed is important to both parties, but especially for the buyer who is concerned about brand safety. The contextual content can be disclosed in all media types, whether browser-based, video or mobile. If the contextual content for where ads are displayed can't be identified, then the content classification can be disclosed as "unknown."

A contextual taxonomy helps classify content in a familiar way across the industry. IQG-certified companies must, if applicable to the buy, develop a contextual taxonomy relevant to the inventory they offer and consistent with the tiered structure outlined in this section. Contextual content information is not to be passed in real-time unless the source level transparency is "full real-time disclosure."

The IAB Tech Lab Content Taxonomy will be owned by the IAB Tech Lab going forward but is included here for completeness.

4.2.2.1 The IAB Tech Lab Content Taxonomy

The IQG Certification Program references a contextual taxonomy originally developed in consultation with taxonomy experts from academia, ad measurement companies and members of the IAB Networks & Exchanges Committee back in 2010. This taxonomy defines contextual content categories on at least three different tiers.

The first tier is a broad level category defined as a targeting depth of either: category/portal, site section, or page. Tier 2 categories and greater are additional categories nested under Tier 1 categories. Both Tier 1 and Tier 2 categories are formerly established for the IQG Certification Program so content classification can be consistent across the industry.

IQG-certified companies may define their own content classification taxonomy based on the IAB Tech Lab Content Taxonomy Tier Structure. See section 4.2.2.2 for details on defining a custom taxonomy that is compliant with the IQG program.

Table 4-2 describes the tiered taxonomy for contextual content classification. Table 4-3 provides a sample of IAB established categories.

Table 4-2: IAB Tech Lab Content Taxonomy Tier Structure

	Definition
Tier 1	Primary content definition for the targeting levels of category, site, or section. This level defines the general category of the content. **Categories at this level are formerly established by the IAB Tech Lab.**
Tier 2	Secondary content level categories nested under Tier 1. **Categories at this level are formerly established by the IAB Tech Lab.**
Tier 3+	Sub-categories nested under Tier 2. **Categories at this level and greater are defined and maintained by individual companies.**

The following table is a sample of two of the Tier 1 categories in the formally-established IAB Tech Lab Content Taxonomy along with their tier 2 nested categories. Updates are maintained on IAB's website at http://www.iab.com/content-taxonomy.

Table 4-3: Sample IAB Tech Lab Content Taxonomy Categories

Tier 1 Category	Tier 2 Categories	
Arts & Entertainment	Books and Literature Celebrity Fan/Gossip Fine Art Humor Movies	
Automotive	Auto Parts Auto Repair Buying/Selling Cars Car Culture Certified Pre-Owned Convertible Coupe	Hybrid Luxury Mini Van Motorcycles Off-Road Vehicles Pickup Road-Side Assistance

	Crossover	Sedan
	Diesel	Trucks and Accessories
	Electric Vehicle	Vintage Cars
	Hatchback	Wagon

4.2.2.2 Custom Taxonomies for IQG

IQG-certified companies are not required to use all categories developed for the taxonomy and should develop their own customized taxonomy; however, the custom taxonomy should clearly map back to the IAB Tech Lab Content Taxonomy. For example, if a company has a "Recreation" category, the company must be able to show how it maps back to the Tier 1 "Sports" category in the IAB Tech Lab Content Taxonomy. A buyer should be able to understand a seller's custom taxonomy in sufficient detail. If a seller does not adhere to the IAB Tech Lab Content Taxonomy, the company's Description of Methodology should disclose this and include the appropriate mapping.

4.2.2.3 Labeling Contextual Content

Contextual content labeling may be done internally or by an independent organization. No requirement is made for designating who should label contextual content.

4.2.2.4 Adding Categories to the IAB Tech Lab Content Taxonomy

The IAB Tech Lab Content Taxonomy is dynamic and developing categories is an ongoing process. This taxonomy is intended to capture the breadth of available online content and present a clear and consistent framework to buyers.

The IAB Tech Lab oversees the taxonomy for matters pertaining to the established taxonomy structure. IQG-certified companies may suggest changes to the IAB Tech Lab Content Taxonomy to the IAB Tech Lab, to include new content categories into the existing taxonomy. The IAB Tech Lab publishes the official IAB Tech Lab Content Taxonomy on the IAB website at http://www.iab.com/guidelines/iab-tech-lab-content-taxonomy/.

4.2.3 Content Rating

Content ratings should be standardized across all IQG-certified companies with the site rating determined at the time the site first joins the network or exchange. However, for companies that are not a network or exchange, any site that offers inventory in the IQG Program must be rated in compliance with IQG if applicable to the buy.

IQG-certified companies should rate site content according to the following rating system*:

All Audiences
Appropriate for all segments of the general public. For this rating, all of the following must apply:

- No profanity
- No sexual content
- No violence
- No depictions of alcohol, tobacco, weapons, gambling, or drug use

Mature Audiences
May contain material suitable only for mature audiences. Any of the following may be present:

- Profanity

- Provocative images
- Nudity
- Violence to human beings or animals
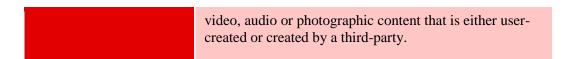- Depictions of alcohol, tobacco, weapons, gambling or drug use, etc.

*Rating site content according to the above rating system is compliant with IQG; however, a company can choose to use a different rating system as long as the rating system used is described in the company's DOM and ratings map back to the rating system described above.

Note: IQG-certified companies must be in a position to identify content that is only suitable for mature audiences if requested by the buyer.

4.2.4 Non-Standard Classification

Non-standard classification may be disclosed at a page, section or site level but should be labeled at the lowest common denominator for that page, section or site. The following characteristics must be disclosed for each transaction and must be accurate for the level of targeting agreed upon in the insertion order (i.e., buyer-seller agreement):

Non-Standard Classification	
Extreme Graphic/ Explicit Violence	The depiction of especially vivid, brutal and realistic acts of violence. It may be real, simulated live action, or animated. Graphic or Explicit Violence goes beyond lesser forms of violence due to its clear and unabashed nature of the violence portrayed.
Pornography	Sexually explicit material whose primary purpose is designed to produce sexual arousal. Types of content can include, but is not limited to, representations of sexual acts and exposed body parts, sexual coercion and illegal sexual acts.
Profane Content	Excessive or inappropriate use of profane language
Hate Content	Speech or hate graphic content
Under Construction	Sites that are under construction
Incentivized	Sponsor "incentivized clicks," or "pay-to-surf" programs
Unmoderated UGC	UGC sites that do not have a clear set of posted guidelines on what type of content is acceptable and do not take an active position in reviewing content for compliance with posted guidelines. For the purposes of these guidelines, User Generated Content (UGC) is defined as forums as well as the uploading by users of

	video, audio or photographic content that is either user-created or created by a third-party.

Note: IQG-certified companies must be in a position to identify content that is classified as non-standard if requested by the buyer.

4.2.5 Illegal Content Prohibited from Sale

IQG prohibits the sale of any inventory within the following categories of illegal content. The category descriptions below include non-exclusive examples of the types of sites that fit in those categories.

Illegal Content Prohibited from Sale	
Illegal Content	Content related to engaging in, promoting or facilitating illegal or legally questionable activities such as drugs, bombs, theft and online pirating, hacking, spamming, and infecting as governed by United States Federal law.
Warez	P2P, torrent sites, illegal music downloads, pirated software
Spyware/Malware	Distribute or promote spyware or malware
Copyright Infringement	Infringes on copyrights (for example by hosting and streaming infringing copyrighted content).

4.2.6 Level of Confidence

The onboarding process for new sites involves vetting the inventory against the content rating system and the list of non-standard classifications provided in sections 4.2.3 and 4.2.4 respectively. To ensure that site ratings and non-standard classifications stay current, the IQG-certified company should have procedures in place to properly vet new inventory partners and re-vet as needed.

If formal vetting procedures are not in place, then the IQG-certified company must select a statistically valid sample size of publishers for review as part of the quarterly review process described in section 3.4.

By taking a statistically valid sample size, advertisers are assured with a reasonably high level of confidence that the rating and classification systems are being upheld. IQG-certified companies may employ an independent rating service as long as the service vendor complies with the guidelines established in the most recent version of IQG. Ultimately, the IQG-certified company is responsible for maintaining and certifying compliance.

The table below shows the different sample sizes required at two different confidence levels with a margin of error of 5%.

An example of how to interpret the table is as follows: if you conduct a poll to determine the percentage of sites suitable for all audiences with a pool of 250 sites, and you want to be 95% confident in the results, then you must check 152 sites. If after checking this sample, you didn't find any sites that were not suitable for all audiences, then you may claim that you are 95% confident that the actual percentage of sites rated "incorrectly" in your network is null – with a margin of error of 5%.

Sample size with a 5% margin of error		
# of Sites	Sample Sizes @ Confidence Level	
	95%	99%
100	80	87
250	152	182
500	217	286
1,000	278	400
2,500	333	526
5,000	357	588
10,000	370	624
25,000	378	648
50,000	381	657
100,000	383	661

Note: The above table was developed using statistical probabilities of a normal distribution. For further information, please see http://en.wikipedia.org/wiki/Normal_distribution.

The required minimum confidence level for IQG is 95%. In the case that the percentage of unsafe sites is found to be 10% or greater, with a margin of error of 5%, then the process below must be followed:

- Review and re-categorization of publishers in accordance with established guidelines.
- Complete re-test of inventory at or above pre-determined confidence level.
- Record each test result as proof of the internal review.

4.2.7 Targeting Depth

Five levels of targeting are defined for disclosure in the IQG program. Depth of targeting starts at the broadest tier in which a group of sites may be included in a buy and funnels down through the site, site section, specific page, and individual unit such as a specific video.

In addition to content category, the content level being targeted must be defined. The following table explains the targeting hierarchy, ranging from the multi-site level to the individual units on the page. These guidelines do not require IQG-certified companies to offer all targeting levels.

Targeting Depth	
Category/Portal Level	Target a grouping of sites within a specific buy
Site Level	Targeting to endemic sites where the majority of the content is on a specific topic that can be targeted at site level
Site Section Level	Subsections of sites are classified into subordinate categories
Page Level	Pages within a web site (determined using a semantic or contextual engine)

Unit Level (widget, video, image, text, other)	This type of targeting classifies every element on a "page" into one of the defined categories. Text content identified by semantic or contextual search engine; Video and image content identified by metadata tags.
None	Not targeting content but targeting users.

4.2.8 Placement Details
The seller discloses placement details in the buyer-seller agreement regarding where on the page or in an application the ad will be placed.

Display Ads
Sellers should indicate where ads will be placed:

- Positioning (above-the-fold, below-the-fold, or unknown)
- Standard Ad Placements
- Non-standard and Custom Ad Placements
  - Homepage takeovers
  - Interstitials
- In-banner video* (yes, no, unknown)
- In-text video (yes, no, unknown)

Unknown* In-banner video must include audio controls and default to audio off

Native Ads
According to the IAB Native Advertising Playbook, there are six different ad units that are most commonly deployed to achieve native objectives. Sellers should disclose the type of ad unit that will be used for native inventory:

- In-feed
- Paid Search
- Recommendation Widgets
- Promoted Listings
- In-Ad (IAB Standard) with Native Element Units
- Custom or "Can't Be Contained"

Note: The ad unit types noted above can be passed in the Bid Request as the "ad unit" attribute in the Native object. Please refer to section 4.4.2 for additional details.

Digital In-Stream Video Ads
Digital in-stream video ads are ads that display in the context of streaming video content played in a video player and not to be confused with in-banner ads that may also play in a video player but within the context of a banner and NOT within the context of streaming video content. Sellers should disclose what digital in-stream video placements they accept.

Sellers should disclose each of the following parameters (if known) for digital video ads:

- Ad Type (linear, nonlinear, unknown)
- Linear ad type position (pre-roll, mid-roll, post-roll, unknown)

- Ad Pod length and position
- Skippable

Mobile Ads

Mobile advertising is specific to applications installed on consumer devices (Native Apps), browser-based applications designed for mobile (Web Apps), or mobile-optimized and responsive design websites. Sellers should disclose the following details about mobile inventory:

- Native App (yes, no, unknown)
- Web App (yes, no, unknown)
- Mobile Web* (yes, no, unknown)
- Responsive Design** (yes, no, unknown)
- Positioning (header, footer, side bar, full screen, or unknown)

*Mobile-optimized websites are distinguished by some variation in the site URL such as mobile.example.com, or example.com/mobile.

**Responsive design websites are programmed to scale in response to the size of the browser so that content can be viewed as intended whether on a large-screen device or a small-screen device.

In general, browser-based display inventory designed for viewing on a desktop-sized computer or laptop screen is NOT considered mobile despite visitors' ability to view the content in a mobile device.

Note: Several "placements" noted above can be passed in the Bid Request as the "ad position" attribute in the Banner and Video objects. Please refer to section 4.4.2 for additional details.

4.2.9 Creative Specifications

Publishers have a fundamental interest in promoting an experience for their visitors that sustains or increases their loyalty, session time and engagement. Ads can enhance that experience if the ads are appropriately matched to the space, content and audience.

Publishers have varying degrees of tolerance for the aggressiveness of advertisement implementation, content and features. Creative specifications are to be disclosed in the buyer-seller agreement prior to running impressions unless the source level transparency is "full, real-time disclosure," in which case creative specifications should be disclosed in real time. Refer to programmatic section below for additional details.

The seller should disclose any applicable creative specifications for accepting creative using attributes from the following list (which is taken from the OpenRTB Specification):

- Audio Ad (Auto-Play)
- Audio Ad (User Initiated)
- Expandable (Automatic)
- Expandable (User Initiated - Click)
- Expandable (User Initiated - Rollover)
- In-Banner Video Ad (Auto-Play)
- In-Banner Video Ad (User Initiated)
- Pop (e.g., Over, Under, or Upon Exit)

- Provocative or Suggestive Imagery
- Shaky, Flashing, Flickering, Extreme Animation, Smileys
- Surveys
- Text Only
- User Interactive (e.g., Embedded Games)
- Windows Dialog or Alert Style
- Has Audio On/Off Button
- Ad Can be Skipped (e.g., Skip Button on Pre-Roll Video)

4.3 Creative Evaluation (i.e., Buyer Disclosures)

Evaluating the creative means establishing the classification and rating of the ads to be displayed. Disclosures related to the contextual details for creative as disclosed by the buyer are outlined in the following sections.

4.3.1 Creative Classification

The creative classification of the ad is important to the seller, especially for the seller who is concerned about brand safety. The contextual nature of the ad can be disclosed in all media types, whether browser-based, video, or mobile. If the contextual nature of the ad displayed can't be identified, then the creative classification should be disclosed as "unknown."

A contextual taxonomy helps classify creative in a familiar way across the industry. IQG-certified companies must, if applicable to the buy, develop a taxonomy relevant to the creative and consistent with the tiered structure outlined in this section.

Note: Per the OpenRTB Specification, the IAB Tech Lab Content Taxonomy used to describe the seller's inventory will be used to describe the buyer's creative until another taxonomy is created. Refer to section 4.2.2.

4.3.2 Creative Rating

Buyers should rate creatives similar to how sellers rate their content, which is according to the following rating system*:

All Audiences
Appropriate for all segments of the general public. For this rating, all of the following must apply:

- No profanity
- No sexual content
- No violence
- No depictions of alcohol, tobacco, weapons, gambling, or drug use

Mature Audiences
May contain material suitable only for mature audiences. Any of the following may be present:

- Profanity
- Provocative images
- Nudity
- Violence to human beings or animals
- Depictions of alcohol, tobacco, weapons, gambling or drug use, etc.

*Creative rating according to the above rating system is compliant with IQG; however, a buyer can choose to use a different rating system as long as the rating system used is described in the buyer's DOM and ratings map back to the rating system described above.

Note: Buyers should identify advertisements that are only suitable for mature audiences.

4.3.3 Non-Standard Classification

The following characteristics must be disclosed for each creative (if applicable):

Non-Standard Classification	
Extreme Graphic/ Explicit Violence	The depiction of especially vivid, brutal and realistic acts of violence. It may be real, simulated live action, or animated. Graphic or Explicit Violence goes beyond lesser forms of violence due to its clear and unabashed nature of the violence portrayed.
Pornography	Sexually explicit material whose primary purpose is designed to produce sexual arousal. Types of creative can include, but is not limited to, representations of sexual acts and exposed body parts, sexual coercion and illegal sexual acts.
Profane Content	Excessive or inappropriate use of profane language
Hate Content	Speech or hate graphic creative

Note: Buyers should identify advertisements that are classified as non-standard.

4.3.4 Creative Attributes

As noted above, publishers have varying degrees of tolerance for the aggressiveness of advertisement implementation, content and features. Creative attributes are to be disclosed in the buyer-seller agreement prior to running impressions unless the source level transparency is "full, real-time disclosure," in which case creative attributes can be disclosed in real time.

The buyer should disclose the applicable creative attributes using the following list (which is taken from the OpenRTB Specification):

- Audio Ad (Auto-Play)
- Audio Ad (User Initiated)
- Expandable (Automatic)
- Expandable (User Initiated - Click)
- Expandable (User Initiated - Rollover)
- In-Banner Video Ad (Auto-Play)
- In-Banner Video Ad (User Initiated)
- Pop (e.g., Over, Under, or Upon Exit)
- Provocative or Suggestive Imagery

- Shaky, Flashing, Flickering, Extreme Animation, Smileys
- Surveys
- Text Only
- User Interactive (e.g., Embedded Games)
- Windows Dialog or Alert Style
- Has Audio On/Off Button
- Ad Can be Skipped (e.g., Skip Button on Pre-Roll Video)

Note: Buyers should identify the creative attributes of all advertisements.

4.4 Transaction Execution

Once inventory has been identified for acquisition and evaluated for contextual content classification and placement, how data is to be collected and used should be disclosed in the buyer-seller agreement. In addition, programmatic exchange details should be disclosed, but these details (described in section 4.4.2) may be disclosed in real time at the time of transaction.

4.4.1 Data

In order to be considered in compliance with these guidelines, a seller must provide disclosure to publisher partners when leveraging their data for behavioral targeting and to advertisers when using third party data. Specifically in the following manner:

- When leveraging data from a publisher's site to aggregate behavioral data for the purposes of behavioral targeting, an IQG-certified company must have a contractual agreement with the publisher in which consent is explicitly given to aggregate behavioral data for the purposes of using this information for behavioral targeting. This will confirm that advertisers and agencies can be reassured that data collected by the seller for targeting purposes on their campaign has been done so in a transparent manner with the publisher's full permission.
- When buying Third-Party Data (see glossary) from a Data Aggregator (see glossary), an IQG-certified company shall make available to the advertiser which data aggregators may be used for a given advertiser's campaign but not specific to each campaign.

The Data Disclosure to publishers, as applicable, shall be made in the company's standard Affiliate Agreement with publisher partners.

The Data Disclosure to advertisers, as applicable, shall be disclosed in writing prior to the execution of the campaign. This can be done within the proposal, or in the IO executed between the agency/advertiser and the company, or in the Description of Methodology.

Generally, any business entity working with an IQG-certified company should understand what data is being leveraged. The principle of this section is not to dictate data ownership, but rather to provide guidelines of proper disclosure and transparency between IQG-certified companies and their partners.

Given this general principle, it is highly recommended that IQG-certified companies urge similar data disclosures on the part of any advertiser or agency partners.

4.4.2 Programmatic Buying/Auction Mechanics

Disclosures under programmatic buying are directly related to the OpenRTB Specification and follow the object model for both the bid request and the bid response. The following assumes that the reader is familiar with the OpenRTB Specification, which can be found here http://www.iab.com/guidelines/real-time-bidding-rtb-project/.

It is important to understand that the attributes passed in the "bid request" effectively offer to the buyer the amount of transparency that the seller is willing to provide, and in turn, the buyer has the "choice" to either accept the bid request or reject it. In turn, if the buyer accepts the bid request and responds with a bid, the buyer has the opportunity to disclose specific attributes about the creative (or not) and the seller can use this information to decide if they are going to accept the buyer's bid. In other words, both parties control the level of transparency that they are willing to share and both parties have the option to "walk away" from the transaction.

Obviously, in an ideal world, both parties would be fully transparent but the guidelines have to allow the marketplace to dictate the level of transparency that the parties to the transaction are willing to accept.

Please note that the following objects and related attributes are taken directly from the OpenRTB Specification and include the most obvious attributes that are directly related to the Inventory Quality Guidelines. In other words, these attributes enhance the transparency around the specific location of the impression that is being offered as well as the transparency around the buyer's creative. Additionally, the attributes can offer insight into the placement or "ad position" of the impression that is being offered as well.

Note: If the attribute is not marked as recommended per the OpenRTB Specification (as noted in the Type column in the tables below), it is considered optional.

Bid Request

Object: Bid Request
The top-level bid request object contains a globally unique bid request or auction ID. This id attribute is required as is at least one impression object (Section 3.2.2). Other attributes in this top-level object establish rules and restrictions that apply to all impressions being offered.

Attribute	Type	Description
site	object; recommended (if applicable)	Details via a *site* object about the publisher's website. Only applicable for websites.
app	object; recommended (if applicable)	Details via an *app* object about the publisher's app (i.e., non-browser applications). Only applicable for apps.
device	object; recommended	Details via a *device* object about the user's device to which the impression will be delivered.
user	object; recommended	Details via a *user* object about the human user of the device; the advertising audience.

Attribute	Type	Description
bcat	string array	Blocked advertiser categories using the IAB content categories. Refer to List 5.1.
badv	string array	Block list of advertisers by their domains (e.g., "ford.com").

Note: A bid request cannot contain both a Site and an App object (refer to the Site and App objects below).

Object: Site
This object should be included if the ad supported content is a website as opposed to a non-browser application.

Attribute	Type	Description
id	string; recommended	Exchange-specific site ID
name	string	Site name (may be aliased at the publisher's request)
domain	string	Domain of the site (e.g., "mysite.foo.com")
cat	string array	Array of IAB content categories of the site. Refer to List 5.1.
page	string	URL of the page where the impression will be shown

Note: Although allowed under the OpenRTB Specification, the Site name should not be aliased in a truly transparent transaction.

Object: App
This object should be included if the ad supported content is a non-browser application (typically in mobile) as opposed to a website.

Attribute	Type	Description
id	string; recommended	Exchange-specific app ID
name	string	App name (may be aliased at the publisher's request)
domain	string	Domain of the app (e.g., "mygame.foo.com")
storeurl	string	App store URL for an installed app; for IQG compliance
cat	string array	Array of IAB content categories of the site. Refer to List 5.1.

Note: Although allowed under the OpenRTB Specification, the App name should not be aliased in a truly transparent transaction.

Object: Publisher

This object describes the publisher of the media in which the ad will be displayed. The publisher is typically the seller in an OpenRTB transaction.

Attribute	Type	Description
name	string	Publisher name (may be aliased at the publisher's request).
domain	string	Highest level domain of the publisher (e.g., "publisher.com").

Note: Although allowed under the OpenRTB Specification, the Publisher name should not be aliased in a truly transparent transaction.

Object: Content

This object describes the content in which the impression will appear, which may be syndicated or non-syndicated content. This object may be useful when syndicated content contains impressions and does not necessarily match the publisher's general content.

Attribute	Type	Description
url	string	URL of the content, for buy-side contextualization or review.
context	integer	Type of content (game, video, text, etc.). Refer to List 5.14.
qagmediarating	integer	Media rating per QAG guidelines. Refer to List 5.15.
sourcerelationship	integer	0 = indirect, 1 = direct.

Object: Device

This object provides information pertaining to the device through which the user is interacting. Device information includes its hardware, platform, location, and carrier data. The device can refer to a mobile handset, a desktop computer, set top box, or other digital device.

Attribute	Type	Description
ua	string; recommended	Browser user-agent string
ip	string; recommended (if applicable)	IPv4 address closest to device (IP address of the user)
ipv6	string; recommended (if applicable)	IP address closest to device as IPv6 (IP address of the user)
devicetype	integer	The general type of device. Refer to List 5.17
didsha1, didmd5, dpidsha1, dpidmd5, macsha1, macmd5	string	Hardware device ID's

Object: Banner
The presence of a Banner as a subordinate of the Imp object indicates that this impression is offered as a banner type impression.

Attribute	Type	Description
btype	integer array	Blocked banner ad types. Refer to List 5.2.
battr	integer array	Blocked creative attributes. Refer to List 5.3.
pos	integer	Ad position on screen. Refer to List 5.4.

Object: Video
The presence of a Video as a subordinate of the Imp object indicates that this impression is offered as a video type impression.

Attribute	Type	Description
battr	integer array	Blocked creative attributes. Refer to List 5.3.
pos	integer	Ad position on screen. Refer to List 5.4.

Note: The OpenRTB table for Ad Position (pos) has values derived from the Inventory Quality Guidelines (IQG).

Object: Native
The Native Object defines the native advertising opportunity available for bid via this bid request. It <u>must</u> be included directly in the impression object if the impression offered for auction is a native ad format.

Field	Scope	Type	Default	Description
layout	recommended	integer	-	The Layout ID of the native ad unit.
adunit	recommended	integer	-	The Ad unit ID of the native ad unit.

Source: OpenRTB Native Ads API Specification

Bid Response

RTB responses contain bids that reference specific impressions within a bid request. Bids are in essence an offer to buy.

Object: Bid
The bid response consists of the top-level bid response object and optional objects that depict the specific bids. An empty HTTP response constitutes a no-bid and is in fact the most bandwidth friendly form of this signal. A malformed response or a response that contains no actual bids will also be interpreted as no-bid.

A SeatBid object contains one or more Bid objects, each of which relates to a specific impression in the bid request via the impid attribute and constitutes an offer to buy that impression for a given price. The following attributes are related to the creative evaluation outlined in section 4.3 and applicable in a programmatic environment.

Attribute	Type	Description
adid	string	ID of a preloaded ad to be served if the bid wins.
adomain	string array	Advertiser domain for block list checking (e.g., "ford.com"). This can be an array of for the case of rotating creatives. Exchanges can mandate that only one domain is allowed.
cat	string away	IAB content categories of the creative. Refer to List 5.1 Note: This should include non-standard classifications as well.
attr	integer array	Set of attributes describing the creative. Refer to List 5.3
iqgmediarating	integer	NEW – Creative rating per IQG. Refer to List 5.15

Note: iqgmediarating is a new attribute that will be added to the OpenRTB Specification version 2.4 when it is released.

4.4.3 Audience Targeting

Although the IQG focuses on the seller's inventory, the majority of programmatic campaigns are focused on audience-based targeting (vs. content-based targeting) and therefore, controls need to be in place to ensure that the audience targeted by the buyer as agreed upon with the seller is being delivered.

The following objects and attributes are related to audience targeting and may be passed in the Bid Request:

Object: Geo
This object encapsulates various methods for specifying a geographic location. When subordinate to a Device object, it indicates the location of the device which can also be interpreted as the user's current location. When subordinate to a User object, it indicates the location of the user's home base (i.e., not necessarily their current location).

The lat/lon attributes should only be passed if they conform to the accuracy depicted in the type attribute. For example, the centroid of a geographic region such as postal code should not be passed.

Attribute	Type	Description
country	string	Country code using ISO-3166-1-alpha-3.
region	string	Region code using ISO-3166-2; 2-letter state code if USA.

Object: User
This object contains information known or derived about the human user of the device (i.e., the audience for advertising). The user id is an exchange artifact and may be subject to rotation or other privacy policies. However, this user ID must be stable long enough to serve reasonably as the basis for frequency capping and retargeting.

Attribute	Type	Description
keywords	string	Comma separated list of keywords, interest or intent
customdata	string	Optional feature to pass bidder data that was set in the exchange's cookie. The string must be in base85 cookie safe characters and be in any format. Proper JSON encoding must be used to include "escaped" quotation marks.

Object: Data
The data and segment objects together allow additional data about the user to be specified. This data may be from multiple sources whether from the exchange itself or third party providers as specified by the id field. A bid request can mix data objects from multiple providers. The specific data providers in use should be published by the exchange a priori to its bidders.

Attribute	Type	Description
segment	object array	Array of Segment (Section 3.2.15) objects that contain the actual data values.

Object: Segment
Segment objects are essentially key-value pairs that convey specific units of data about the user. The parent Data object is a collection of such values from a given data provider. The specific segment names and value options must be published by the exchange a priori to its bidders.

Attribute	Type	Description
value	string	String representation of the data segment value.

5 Glossary of terms

A list of technical, administrative, and procedural terms used in this document

To demystify and prevent confusion, the following definitions provide a standard list of commonly used terms. Consistent standards ensure that all industry players are on the same page and working towards the same goals. Universal industry definitions are also a vital ingredient to moving online marketing forward and increasing its allocation in the marketing mix.

The behavioral definitions were developed in conjunction with the Behavioral Targeting Standards Consortium Advisory Board (www.BTStandards.org). The data definitions were developed in conjunction with the IAB's Data Usage and Control Taskforce.

Ad Click: The user activity of pressing a navigation button or hitting the enter key on the keyboard on an advertisement unit on a Web site (banner, button or text link). (See Click-through)

Ad Creative Pixel (See Pixel)

Ad Duration (Video): the maximum allowable duration of the video ad creative. Ad duration does not include user interaction with the ad. Any user interaction with the ad may increase its effective duration. Ad duration should be expressed as an integer value in seconds or, if undefined, as "undefined."

Ad Exchange: Ad exchanges provide a sales channel to publishers and ad networks, as well as aggregated inventory to advertisers. They bring a technology platform that facilitates automated auction based pricing and buying in real-time. Ad exchanges' business models and practices may include features that are similar to those offered by ad networks. For the purposes of the TAG Inventory Quality Guidelines, the definition of an ad exchange excludes technology platforms that only provide tools to enable direct media buying and selling between exchange participants.

Ad Network: Ad networks provide an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies to enhance value to both publishers and advertisers, including unique targeting capabilities, creative generation, and optimization. Ad networks' business models and practices may include features that are similar to those offered by ad exchanges.

Ad Pod: a sequential grouping of one or more linear ads in digital in-stream video shown back-to-back.

Ad Pod Length: the number of distinct video ads (of any ad duration) that are shown back-to-back in an ad pod.

Ad Pod Position: the specific sequential designation of an ad within the pod (i.e. 1, 2, 3, etc.)

Ad Server: A computer application that enables the delivery, tracking and management of advertising content on publisher inventory.

Add to Cart: The user activity of storing merchandise in a virtual shopping cart that the user intends to later purchase from an online e-commerce website. This enables users to continue browsing and "check out" later or alternately delete these items from the cart.

Advertiser Ad Tag: Software code that an advertiser provides to a publisher or ad network that calls the advertisers ad server for the purposes of displaying an advertisement.

Advertising Banner (also called Ad Banner or Banner): A static graphical image (GIF or JPEG files) or interactive content (Flash files) used to display an advertising unit on a web site. Most banners enable users to click on ad to be redirected to another website.

Adware: Computer software provided to the user free of charge or at a discounted price that downloads and displays advertising to support its continued development and maintenance. This software often tracks what Internet sites the user visits.

Affiliate Conversion Data: Data that is collected by an affiliate marketing system when a user completes a transaction or manifests certain behaviors on a web page. The system typically collects this data by means of a conversion pixel that is placed on the merchant's site.

Affiliate Marketing: Affiliate Marketing is a method of generating leads or sales, whereby an online publisher is paid for referring users to an online e-commerce merchant. Referrals are measured by clicks, registrations or sales.

Aggregate Campaign Data: Data combined from several advertising campaigns to create a segment where campaign level data is not identifiable.

Agency: An organization that, on behalf of clients, plans marketing and advertising campaigns, drafts and produces advertisements, places advertisements in the media. In interactive advertising, agencies often use third party technology (ad servers) and may place advertisements with publishers, ad networks and other industry participants.

Attribute: A single piece of information known about a user and stored in a behavioral profile which may be used to match ad content to users. Attributes consist of demographic information (e.g., age, gender, geographical location), segment or cluster information (e.g., auto enthusiast), and retargeting information (e.g., visited Site X two days ago). Segment or cluster information is derived from the user's prior online activities (e.g., pages visited, content viewed, searches made and clicking and purchasing behaviors). Generally, this is anonymous data (non-PII).

Auction: An opportunity for an ad exchange to compete for and win an ad impression.

Audience Measurement: The counting of unique users (i.e. audience) and their interaction with online content. At a campaign level, this service is conducted by a third party to validate that a publisher delivered what an advertiser had requested. At the industry level, this service enables media buyers to understand which brokers of online content to negotiate with to reach a specific audience.

Audible Sound: Describes whether the video ad impression default volume is audible when the ad is being played. The minimum volume level for audible sound is 26%.

Authorized Advertiser Agent (AAA): Party that holds a direct legal relationship with a marketer or agency with the intent of buying inventory on their behalf or providing them a

platform with which to do so. AAAs are considered indirect parties in the context of transaction types.

Authorized Publisher Agent (APA): Party that holds a direct legal relationship with a publisher or party who owns inventory with the intent of selling inventory on their behalf or providing them a platform with which to do so.

Auto Play: A video ad or animation that initiates ''play'' without explicit user interaction or without a user actively starting the video. If a user has a reasonable expectation that a video will play when clicking a link (for example, a small video icon appears next to the link), clicking the link is considered explicit user interaction and is not considered auto-play.

Bid: The maximum value a platform partner wishes to pay for an auction.

Bid Request: A call to a platform partner's bid URL for an opportunity to compete in an auction.

Bid Response: The buyer's response via their DSP to a bid request that relates to a specific impression and constitutes an offer to buy that impression for a given price.

Bid URL: The mechanism by which an ad exchange initiates bid requests to platform partners.

Beacon (See Pixel)

Behavioral Event: A user-initiated action which may include, but not limited to: searches, content views, clicks, purchases, form-based information and other interactions. Behavioral events are anonymous and do not include personally identifiable information (PII).

Business Visitor: A user that accesses online content in furtherance of their employment.

Buyer: the party that owns or represents advertisement to be placed on the seller's available media inventory

Click-through: The measurement of a user clicking on a link that re-directs the user's web-enabled device to another Web destination.

Clickstream Data: A Clickstream is the recording of what a computer user clicks on while web browsing. As the user clicks anywhere in the webpage or application, the action is logged on a client or inside the web server, as well as possibly the web browser and ad servers. Clickstream data analysis can be used to create a user profile that aids in understanding the types of people that visit a company's website, or predict whether a customer is likely to purchase from an e-commerce website.

Client-side Call: An HTTP request made directly from a browser. A platform partner can read and set cookies for a client side call.

Content (Site/Page): Site content is the textual, visual or aural content is encountered as part of the user experience on a website. It may include, among other things: text, images, sounds, animations and videos. Web content is dominated by the "page" concept, with multiple pages of related content typically forming a site.

Content Delivery Network (alternately Content Distribution Network) (CDN): A service that hosts online assets and provides content management via servers located around the globe to reduce the latency of downloads to users.

Communication: The activity of conveying information by or to people or groups. Examples of online communication include email, instant messaging, text messaging and group messaging.

Connection Type (Mobile): The type of connection a mobile device is using to access the World Wide Web. Mobile connection types may include: 3G, 4G, Wi-Fi, or unconnected. Connection type distinctions are important because some ads may require the highest connectivity rate (Wi-Fi) for large creative files or the ability to download files such as games or other apps. Knowing the connection type enables buyers to restrict ad delivery dependent on the connection type.

Conversion Pixel (See Pixel)

Conversion Rate: The percentage of users who complete a desired action (e.g., purchase or registration) compared to all users who were exposed to an online ad.

Cookie: A small text file sent by a website's server to be stored on the user's web-enabled device that is returned unchanged by the user's device to the server on subsequent interactions. The cookie enables the website domain to associate data with that device and distinguish requests from different devices. Cookies often store behavioral information.

Cookie Matching: A method of enabling data appending by linking one company's user identifier to another company's user identifier.

Creative Retargeting: A method that enables advertisers to display information (typically an ad) specifically to visitors that previously were exposed to or interacted with the advertisers' creative.

Cross-site Publisher Analytics: Services that provide normative metrics about and estimates of multiple publishers' inventory.

Cross-site Advertiser Analytics: Software or services that allow an advertiser to optimize and audit the delivery of creative content on pre-bought publisher inventory. Data can range from numbers of pages visited, to content visited, to purchases made by a particular user. Such data is used to surmise future habits of user or best placement for a particular advertiser based on success.

Data: Any information collected.

Data Aggregator: An organization that collects and compiles data from individual sites to sell to others.

Data Append: User data from one source is linked to a user's profile from another source.

Data Segment: (See Segment)

Default Width & Height (Video Ads): The default height and width (expressed in pixels) of the video ad impression being rendered. The width and height measurement disclosures are subject to the following guidelines:

- Width and height measurements may include persistent player controls (i.e. play/pause, mute and full screen buttons as well as countdown timers) and privacy compliance controls (i.e. Ad Choices icon). Persistent controls should make up no more than 10% of the ad viewing space.
- Default width and height should be reported as the width and height the ad will be rendered prior to any user interactions. In general, with the exceptions noted above, the video ad viewing space should be free from viewability obstructions.

Demand Side Platform (also called DSP, buy side optimizers, and buy side platforms): Demand Side Platforms provide centralized (aggregated) media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of said sources. While there is some similarity between a DSP and an ad network, DSP's are differentiated from ad networks in that they do not provide standard campaign management services, publisher services nor direct publisher relationships.

Desktop Application: Software that is installed on a computer.

Deep Packet Inspection: A form of computer network packet filtering that examines the data and/or header part of a packet as it passes an inspection point. In the context of online advertising, it is used to collect data, typically through an Internet Service Provider, which can be used to display targeted advertising to users based on previous web activity.

Dynamic Bidding: Platform partner assigns a unique bid to each auction opportunity and populates that bid in every bid response.

First Price Auction: A form of Auction where Platform Partners submit bids and the highest bid sets the Market Price, winning the Auction. Platform Partner pays the amount of his bid to the Ad Exchange with no price reduction.

Floors: In programmatic ad buying and selling, either a manual or dynamic mechanism within a bidding platform for an inventory holder or marketplace steward to set their own clearance price.

Frequency Capping: The limit of how many times a given ad will be shown to a unique cookie during a session or within a specified time period.

Hit: The record of a single online transaction event stored in a log file. One page view may contain multiple hits, one for each image on a web page.

Home Visitor: A user that access online content from their residence.

Impression (also called a View): A single display of online content to a user's web-enabled device. Many websites sell advertising space by the number of impressions displayed to users. An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a user's screen, the ad server may count that loading as one impression. However, the ad server may be programmed to exclude from the count certain non-qualifying activity such as a reload, internal user actions, and other events that the advertiser and ad serving company agreed to not count.

In-application (in-app) Advertising: Advertisement served within a native application environment on a mobile device, either Smartphone or tablet. Typically, these apps are downloaded from an app store such as iTunes, Google Play, Amazon Market, Windows Apps Store, Blackberry's App World, Facebook apps store, and other distribution points. (Examples: Angry Birds iPhone app; Pandora Android app).

Incentivized View: An ad impression that offers the user some incentive other than content in exchange for watching the ad. Examples of incentives may include, loyalty points, coupons, sweepstakes entries, e-currency and gaming status.

Intended Transaction: a transaction between buyer and seller for an ad placement or impression in accordance with agreed upon specifications and representations. Any transaction that happens outside of the agreed upon specifications and representations are transactions that are unintended. For example, if a Buyer specifies that it only wishes to purchase inventory from an IQG-compliant Seller, and the Seller represents that its inventory is -compliant with IQG, any transactions between them that involve inventory that is noncompliant with IQG is an unintended transaction.

Internet Service Provider (ISP) (also called Online Service Provider): A company that enables its customers to access the Internet.

Inventory: The aggregate number of opportunities near publisher content to display advertisement to visitors.

Linear In-Stream Video Ads: video ads shown before, during, or after streaming content. Linear in-stream ads take over the user experience for a period of time and are played within the context of video content. Linear ads can include both VAST and VPAID creative types. The following descriptors should be used for linear in-stream ad types:

- **Pre-roll** – plays appears before the video content plays.
- **Mid-roll** – plays during a break somewhere in the middle of the video content.
- **Post-roll** – plays after the video content completes.

Link (short for Hyperlink): A text of graphical portion of a webpage that, when selected, redirects the user's web-enabled device to another webpage.

Market Price: The value of the placement after the auction.

Metadata: Data that provides information about other data. This includes descriptions of the characteristics of information, such as quality, origin, context, content and structure.

Mobile Video Advertising: Video advertising in which ads are served within an application, or mobile web environment. Despite the platform, mobile video has unique characteristics including "skippability," overlays that are either clickable or not clickable, and forced views.

Mobile Web: Advertisement served within a site optimized for the mobile experience, either from an internet-enabled smartphone or tablet. Mobile sites are frequently referred to as "m-dot" sites, mobile-specific URLs that users typically access from a mobile browser. (Examples: http://mobile.example.com, http://m.example.com, http://example.com/mobile.) Mobile web advertising also includes advertising on a browser-based site that is adaptive or responsively

designed when viewed on mobile devices. Mobile web advertising also includes advertising served within a desktop web site that is visited via a mobile browser. This is a use-case that is generally undesirable from advertising perspective, detail on this below.

Modified Second Price Auction: A form of Auction where Platform Partners submit bids and the Market Price is set between the bid submitted and the second highest bid. Platform Partner pays the Market Price to the Ad Exchange. The Ad Exchange determines the Market Price.

Multi-site Company: A single entity that owns and operates multiple web sites, each under a separate domain.

Nonlinear In-Stream Ads: an image ad that displays concurrently with video content, most commonly as an "overlay," overlaying the video content, but may also play within the video player but in a manner that does not obstruct the video content (non-overlay). Sellers should disclose, if known, whether accepted nonlinear ads allow for rich media expanding and interaction.

Non-Session Data (also called out-of-session data): information that cannot be gleaned from the current, single event of a visitor.

Online Publisher: A creator or aggregator of online content, which often monetizes user visits by displaying advertisements.

Out-of-session Data: (See Non-Session data)

Pass Back: an impression offered to a media buyer with the right of first refusal, such that when this right is exercised the impression is offered to another media buyer.

Personalization: Aggregating previous online activity to match non-ad related information to users.

Personalization Service: Software or service that enables websites to match non-ad related information to user.

Personally Identifiable Information (PII): User data that could be used to uniquely identify the consumer. Examples include name, social security number, postal address, and email address.

Piggyback Pixel (See Pixel)

Pixel (also called Beacon or Web Beacon): An HTML object or code that transmits information to a third-party server, where the user is the first party and the site they are interacting with is the second party. Pixels are used to track online user activity, such as viewing a particular web page or completing a conversion process. See Ad Creative Pixel, Conversion Pixel, Publisher Pixel.

- **Ad Creative Pixel:** A pixel request embedded in an ad tag which calls a web server for the purpose of tracking that a user has viewed a particular ad.
- **Conversion Pixel:** An image tag or code that transmits to a third-party server that a user has successfully completed a process (such as purchase or registration).
- **Piggyback Pixel:** An image tag or code that redirects a user browser to another pixel not directly placed on the publisher page.

Platform Partner: A technology stack capable of integrating with an ad exchange using an API real-time bidder (RTB).

Profile: Profile is the collection of attributes describing segments, clusters or aggregated data, including prior online activity of a user.

Profile Aggregator: A profile aggregator collects data from various third-party sources to generate behavioral profiles.

Profile Database: Profile Database a server-side store of behavioral profiles.

Publisher Pixel: An object embedded in a web page (typically a 1x1 image pixel) that calls a web server for purposes of tracking some kind of user activity.

Publisher Ad Tag: Code that is placed on a publisher's web page that calls an ad server for the purposes of displaying an advertisement.

Purchase: The user activity of completing an e-commerce transaction.

QPS: Queries per second. Number of times ad exchange or platform partner will be initiating requests to the other. Knowing the QPS is important for infrastructure planning.

Query String: Meta data appended to an HTTP "GET" request URL.

Referring URL: The address of the webpage that a user previously visited prior to following a link.

Registration: The user activity of subscribing to a website or requesting additional information by filling in personally-identifiable information.

Retargeting (or re-targeting): The use of a pixel tag or other code to enable a third-party to recognize particular users outside of the domain from which the activity was collected. See Creative Retargeting, Site Retargeting.

Really Simple Syndication (RSS): Metadata about content that enables a website to distribute new content with identical metadata to a subscriber of this feed.

RSS Reader: Software or website that aggregates syndicated content (e.g., news headlines, blogs, and podcasts) into a single location for easy viewing.

Run of Exchange (ROE): No targeting overlays. All traffic on the exchange is exposed.

Screen Scraping: A way of collecting information from a web page, whereby a remote computer program copies information from a website that is designed to display information to a user.

Search: The act of entering a query at a search engine by entering in a series of keywords describing their desired content.

Search Click: A click originating from a list of links returned by a query to a search engine.

Search Engine: A website that provides a searchable index of online content, whereby users enter keywords describing what they are seeking and the website returns links related to this search query.

Second Price Auction: A form of Auction where Platform Partners submit bids and the second highest bid sets the Market Price, but the highest Bid wins the Auction. Platform Partner pays the amount of the second highest bid to the Ad Exchange. In some cases it is one cent over the second bid depending on the marketplace.

Segment: Also called "data segment" or "audience," a segment is a set of users who share one or more similar attributes.

Seller: the party that makes media available to another party for purchase.

Sell Side Platform (also called sell side optimizers, inventory aggregators, and yield optimizers) – Sell Side Platforms provide outsourced media selling and ad network management services for publishers. Sell-side platform and ad networks business models and practices are similar. Sell-side platforms are typically differentiated from ad networks in not providing services for advertisers. Demand Side Platforms and Ad Networks often buy from Sell Side Platforms.

Server Side Call: An HTTP request made from a server. A platform partner cannot read or set cookies in a server-side call.

Single-site Publisher Ad Server: Single-site Publisher Ad Servers focus on maximizing the yield to the publisher.

Single-site Publisher Analytics: Software or services that analyze information about users, including metrics such as unique visitors and site usage. The collected data is used only on behalf of the site from which the data is collected.

Site/Page/Position Transparency: Ability for the buyer of media (typically an advertisement) to understand the location and context within which the media will be displayed. Transparency can be at the level of web property (site), page content (page) or position (specific location within page). Site transparency, in the context of a network or an exchange, refers to the ability of a buyer of inventory to know the exact identity of the website domain or page on which they have shown advertisements.

Skippable: Skippable creatives are linear in-stream creatives that users can choose to skip, typically after a prescribed number of seconds have passed.

Spyware: Computer software that is installed surreptitiously to intercept or take partial control over the user's interaction with a computer, without the user's informed consent. Spyware programs can collect various types of information, such as Internet surfing habits, but can also interfere with user control of the computer in other ways, such as installing additional software, and redirecting web browser activity. The software usually does not contain generally accepted standards of notice describing what the purpose and/or behavior of the software is nor does is usually contain visible or functioning choice mechanisms for complete uninstall. The programs are typically characterized by behaviors that can be considered deceptive if not harmful to the user and/or his computer.

Static Bidding (Flat CPM): Platform partner pre-negotiates bids via offline process for segments of inventory. Buyer bids for inventory at a flat CPM rate.

Targeted Advertisement: an advertisement that is shown only to users exhibiting specific attributes or in a specific context or at a particular time of day.

Third-Party Data: Data that did not originate from either the publisher or advertiser. Typically this is used to enhance ad targeting. For example, demographic data from a third party might be used to help determine which auto ad (make/model) to display on an auto site.

Transaction: Transaction is defined as the execution of any form of trade (cash, barter, etc.) between a buyer and seller that results in the exposure of advertising on media

User Syncing: The process of exchanging cookie data between an ad exchange and platform partner so that platform partner's cookie data is available for decision-making during the RTB process.

Video context: Context of video content with which the video ad will be shown or "unknown" if not known. The contextual taxonomy defined by the TAG Inventory Quality Guidelines shall be used for this parameter.

Viewability Obstructions: Any item within the video ad viewing space other than persistent player controls (e.g. play/pause, mute, skip ad) or privacy compliance notifications (e.g. AdChoices icon) which masks or obstructs the video viewing experience. For example, a 30x50 pixel publisher logo box overlay that obstructs the content viewing space of an ad during playback is a Viewability Obstruction.

Web App Advertising: Advertising served into an application that is browser-based but may be wrapped within native mobile device code. Web apps are typically accessed using an online or mobile site and then reside as a 'widget' on phone or tablet-top.

6 Appendix

The following exhibits offer sample letters of attestation to be delivered to the TAG for IQG 2.2 certification and renewal.

Exhibit A: Compliance Officer Attestation

Exhibit B: Executive Attestation

Exhibit C: Independent Validation Attestation

Exhibit A: Compliance Officer Attestation
Inventory Quality Guidelines ("IQG") 2.2

I, _____ (name of Compliance Officer), attest that:

1. I have conducted quarterly internal audits for _____ (name of Company) for _____ quarter(s) and year _____;
2. The executive named in the Executive Attestation and I are responsible for following the procedures outlined in the TAG Inventory Quality Guidelines 2.2:
    a. Acquiring Inventory: accurately label inventory in accordance with established content framework along 3 criteria:
        i.   Transaction Party Source Identification and Relationships (section 4.1.1)
        ii. Source Level Transparency (section 4.1.2)
        iii. Technical Context (section 4.1.3)
    b. Contextual Classification (section 4.2.2) & Targeting (section 4.2.7): accurately categorize content in accordance with Tiers 1 & 2 of IAB Tech Lab Content Taxonomy, and specify the depth (e.g. site level vs. page level) of categorization
        i.   If we have chosen a different taxonomy, we can clearly map our taxonomy back to the Taxonomy and explain it to a buyer
    c. Inventory Vetting: accurately label content in accordance with established guidelines in accordance with sections 4.2.3, 4.2.4, 4.2.6, and exclude illegal content from sale in accordance with section 4.2.5.
    d. Data Disclosure: accurately disclosed to publisher partners who are contributing data and to advertisers when using third party data (section 4.4.1)
    e. Where applicable, complying with the Programmatic Buying/Auction Mechanics and Audience Targeting as outlined in sections 4.4.2 and 4.4.3 respectively.
3. Based on my knowledge and best efforts, _____ (name of Company) is in compliance with the TAG IQG 2.2; and will maintain the same adequate systems and controls in place throughout the next calendar year in order to meet the substantive requirements of the IQG program; and
4. I agree to allow the TAG to publically disclose _____ (name of Company) compliance with the TAG Inventory Quality Assurance Guidelines 2.2 at the following certification status, providing all required materials are submitted in accordance with section 2.3 (or 2.4 for renewal):
    ☐ IQG 2.2 Independent Validation
    ☐ IQG 2.2 Self-Attestation

    And in the case of loss of certification, I agree to allow the TAG to remove _____ (name of Company) certification status from published list of IQG-certified companies.

Date:

Signature:

Name:

Title:

Exhibit B: Executive Attestation
Inventory Quality Guidelines 2.2

I, _____ (name of CEO, CFO, or business unit head), attest that:

1. I have reviewed quarterly internal audits _____ (name of Company) for _____ quarter(s) and year _____;
2. The Compliance Officer and I are responsible for following the procedures outlined in the TAG Inventory Quality Guidelines 2.2:
   a. Acquiring Inventory: accurately label inventory in accordance with established content framework along 3 criteria:
      i. Transaction Party Source Identification and Relationships (section 4.1.1)
      ii. Source Level Transparency (section 4.1.2)
      iii. Technical Context (section 4.1.3)
   b. Contextual Classification (section 4.2.2) & Targeting (section 4.2.7): accurately categorize content in accordance with Tiers 1 & 2 of IAB Tech Lab Content Taxonomy, and specify the depth (e.g. site level vs. page level) of categorization
      i. If we have chosen to use a different taxonomy, we can clearly map our taxonomy back to the Taxonomy and explain it to a buyer
   c. Inventory Vetting: accurately label content in accordance with established guidelines in accordance with sections 4.2.3, 4.2.4, 4.2.6, and exclude illegal content from sale in accordance with section 4.2.5.
   d. Data Disclosure: accurately disclosed to publisher partners who are contributing data and to advertisers when using third party data (section 4.4.1)
   e. Where applicable, complying with the Programmatic Buying/Auction Mechanics and Audience Targeting as outlined in sections 4.4.2 and 4.4.3 respectively.
3. Based on my knowledge and best efforts, _____ (name of Company) is in compliance with the TAG IQG 2.2; and will maintain the same adequate systems and controls in place throughout the next calendar year in order to meet the substantive requirements of the IQG program; and
4. I agree to allow the TAG to publically disclose _____ (name of Company) compliance with the TAG Inventory Quality Guidelines 2.2IQG 2. at the following certification status, providing all required materials are submitted in accordance with section 2.3 (or 2.4 for renewal):
   ☐ IQG 2.2 Independent Validation
   ☐ IQG 2.2 Self-Attestation

   And in the case of loss of certification, I agree to allow the TAG to remove _____ (name of Company) certification status from published list of IQG-certified companies.

Date:

Signature:

Name:

Title:

Exhibit C: Independent Validation Attestation
Inventory Quality Guidelines 2.2

[*Name of independent validation company*] has issued our report [*report name or title*], dated [*date of report*] relating to [*Company Name*]'s Inventory Quality Guidelines procedures. As part of the *review*, the following considerations were incorporated into [*Name of independent validation company*]'s testing procedures:

1. Inspected quarterly internal audits _____ [*Company Name*] for _____ quarter(s) and year _____;
2. The named Compliance Officer and Executive named in the Compliance Officer Attestation and Executive attestation, respectively, facilitated our efforts to evaluate the following procedures outlined in the Inventory Quality Guidelines 2.2:
    a. Acquiring Inventory: the Company procedures that provide reasonable assurance that the Company accurately labeled inventory in accordance with established content framework along 3 criteria:
        i. Transaction Party Source Identification and Relationships (section 4.1.1)
        ii. Source Level Transparency (section 4.1.2)
        iii. Technical Context (section 4.1.3)
    b. Contextual Taxonomy (section 4.2.2) & Targeting (section 4.2.7): the Company procedures that provide reasonable assurance that the Company accurately categorized content in accordance with Tiers 1 & 2 of IAB Contextual Taxonomy, and specified the depth (e.g. site level vs. page level) of categorization
        i. If the Company had chosen to use a different taxonomy, they clearly mapped the taxonomy back to the IAB taxonomy and explained to a buyer with sufficient detail
    c. Inventory Vetting: the Company procedures that provide reasonable assurance that the Company accurately labeled content in accordance with established guidelines in accordance with sections 4.2.3, 4.2.4, and 4.2.6; and Company prohibits the sale of illegal content in accordance with section 4.2.5; and
    d. Data Disclosure: the Company procedures that provide reasonable assurance that the Company accurately disclosed to publisher partners who are contributing data and to advertisers when using third party data (section 4.31); and
    e. Programmatic Buying/Auction Mechanics and Audience Targeting: the Company procedures related to real-time bidding as outlined in sections 4.4.2 and 4.4.3 respectively.

3. As noted in our [*report name or title*] report dated [*date of report*] relating to [*Company Name*]'s Inventory Quality Guidelines procedures, [*Name of independent validation company*] found Company's [*procedures complied / did not comply*], in all material respects, with the Inventory Quality Guidelines 2.2. Please refer to the full report for overall evaluations of [*Company Name*]'s procedures as they relate to the Inventory Quality Guidelines.

Date:

Signature:

Name:

Company:

Title: