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**IAB Europe White Paper reveals trends in trading on viewable impressions  
across varied European markets**

**Stakeholders come together to deliver next stage of IAB Europe’s Brand Advertising  
Framework for European digital advertising industry**

**Brussels, 11 February 2015** – The Interactive Advertising Bureau Europe (IAB Europe) has published a White Paper on viewable impressions today as an important step in its strategy to drive brand investment into digital advertising. The White Paper aims to educate and foster confidence in this specific aspect of digital advertising trading and lays the groundwork for further reflection on recommendations for the European industry with local IABs, measurement organisations and suppliers.

Viewability is one of a range of digital metrics which are evolving rapidly and manifested differently across European markets of varied characteristics and levels of digital development. A recent Metrics and KPIs survey<sup>1</sup> undertaken by IAB Europe revealed that 84% of brand advertisers stated that they want to see a move towards viewable impressions rather than served impressions. The White Paper is part of the Metrics and KPIs pillar of IAB Europe’s Brand Advertising Framework<sup>2</sup>.

The IAB Europe White Paper on viewable impressions brings together a range of leading industry experts<sup>3</sup> to provide:

- an overview of the current status of viewable impressions across Europe
- the position of viewable impressions within the context of the wider metrics portfolio
- perspectives from different stakeholders groups within the digital advertising ecosystem
- key definitions and terms
- a list of technical and commercial considerations for trading
- other quality considerations

*“Whilst digital ad spend has grown four-fold since IAB Europe started its AdEx Benchmark report<sup>4</sup> in 2006 there are still several commonly acknowledged challenges which hold back further growth and measurement is one of these”* said **Karim Attia, Chairman of the IAB Europe Brand Advertising Committee and CEO, nugg.ad**. *“This White Paper aims to address the area of viewable impressions measurement specifically and will be followed with market consultations. During the year other initiatives such as the IAB Europe Measurement Blueprint and wider Quality topics including environment and delivery will be developed within the Brand Advertising Committee.”*

*“IAB Europe’s White Paper is an important step in increasing the understanding of viewable impressions and how they fit into the overall metrics landscape,”* said **Bjorn Kaspring, BVDW / IAB Germany member and Head of Premium Display, Interactive Media**. *“Clarifying definitions and terms is important to bolster digital advertising investment from brand advertisers.”*

The White Paper has been officially launched with a Webinar featuring the following speakers; Anant Joshi, Director of International Business, Meetrics; Tim Jones, Europe Research Manager, Microsoft; Jon Chase, Chairman Media Agencies Council, European Association of Communications Agencies (EACA); Steve Chester, Director of Data and Industry Programmes, IAB UK; Endre Somogyi, General Manager, IAB Hungary and Stuart Wilkinson, Head of Industry Relations EMEA, comScore.

IAB Europe’s next steps are to further consult with the local IABs, measurement organisations and suppliers on the findings of this White Paper. It will also expand its focus on quality – both of delivery of digital advertising and of the digital advertising environment - during 2015.

**ENDS**

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### **About IAB Europe**

IAB Europe is the voice of digital business and the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this highly innovative sector by shaping the regulatory environment, investing in research and education, and developing and facilitating the uptake of business standards. Together

with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

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### **<sup>1</sup> About the IAB Europe's Metrics and KPIs Survey**

The IAB Europe Metrics and KPIs survey is a Europe-wide online survey of over 700 major stakeholders undertaken throughout March and April 2014. The survey was conducted to understand the measurement priorities of the European digital business community of Publishers, Agencies, Brand Advertisers, Ad Networks and Measurement/ Data Suppliers

The online survey gathered the opinion on a range of measurements including Contact Quality, Audience metrics, Metrics by platform, Cross media evaluation, Qualitative measures, User engagement and Effectiveness measures/ROI. The key results of this can be found online here: <http://www.iabeurope.eu/research-and-papers/iab-europe-reports-priorities-digital-measurement-and-need-c>

### **<sup>2</sup> The IAB Europe Brand Advertising Framework**

IAB Europe's Brand Advertising Committee aims to provide Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment. The Framework is composed of a set of initiatives designed to be compatible with global programmes and there are three areas of focus – ad formats, Metrics and KPIs and audience segments and quality.

### **<sup>3</sup> White Paper Contributors**

AppNexus, BVDW / IAB Germany, comScore, Danske Medier/ IAB Denmark, EACA, GroupM, IAB Europe, IAB Finland, IAB France, IAB Hungary, IAB Italy, IAB Netherlands, IAB Poland, IAB Spain, IAB Sweden, IAB UK, Infectious Media, Integral Ad Science, Meetrics, Microsoft Advertising, Xaxis

**<sup>4</sup> The annual AdEx Benchmark** study is one of the most significant outputs from IAB Europe. The report is a comprehensive perspective of online advertising spend across Europe which is growing ever important in light of the development of digital business, policy formulation, the increasingly pan-regional nature of digital advertising investments and the contextualisation of European markets within a wider global framework. -

<http://www.iabeurope.eu/news/adex-benchmark-2013-full-report-published>