Forging a Positive User Experience

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Forging a Positive User Experience

IAB Global Summit – October 2017

User Experience Momentum – IAB UK Gold Standard

- Improving the digital advertising experience by adhering to the **LEAN principles** and the standards set by the **Coalition for Better Advertising** and never using the 12 bad ads that offer people a poor digital advertising experience in desktop web or mobile web environments.

- Reducing ad fraud through the implementation of the **ads.txt** initiative on all sites selling digital advertising. This new initiative from IAB Tech Lab shows who is authorised to sell a specific site's inventory and prevents the selling of spoofed or fake inventory.

- Increasing brand safety by working with **JICWEBS** to ensure that the Display Trading Standards Group (DTSG) Brand Safety Principles are valuable, applicable and continue to evolve with market expectations.

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User Experience Momentum – Global Call-to-Action

- Deploying and honoring **ads.txt**

- Adopting **LEAN principles** and CBA's initial **Better Ads Standards**

- Seeking appropriate **accreditation** by MRC or compliance certification by IAB Tech Lab or pursuing similar reviews by market-specific organizations

- Participating in finalizing the **OpenRTB 3.0** specification and adopting it in 2018

- Obtaining a **TAG ID** and employing it in ads.txt, OpenRTB, and other channels

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User Experience as a Tech Lab Focus

We enable brand & media growth via:

- A transparent, safe, effective <u>supply chain</u>
- Simpler & more consistent <u>measurement</u>
- **Better advertising/marketing <u>experiences</u> for consumers (esp. video & native)**

...with a focus on mobile & "TV" <u>channel enablement</u>

…by providing:

- <u>Standards</u>: Specs, Protocols, Technical Guidelines
- <u>Software</u>: Tools, Code (to support Standards)
- <u>Services</u>: Compliance (for Standards) & Events

User Experience Initiatives/Products by Tech Lab

Initiative/Product	Supply Chain	Measurement	Experiences	Channels
Ads.txt (incl. aggregator)	✓			
OpenRTB & Ad Management API	✓		✓	
TAG ID & Anti-fraud (supporting role)	✓			
Blockchain Testing & Standards	✓	✓		
Data Quality Standards & Taxonomy	✓	✓	✓	
Identity Standards	✓	✓	✓	
Mobile – MRAID			✓	✓
Video – "VPAID", VMAP, VAST, OTT IFA		✓	✓	✓
TV – Evolving ATSC Std., File Formats, Metadata				✓
Open Measurement SDK/API		✓		✓
Measurement Standards (incl. Podcast; others with 3MS)		✓		✓
LEAN (incl. Coalition for Better Ads, New Ad Portfolio, AMP)			✓	
Dynamic Content Ads & Native Schemas			✓	
Compliance Programs	✓	✓	✓	✓

More from the Experts…

Brendan Riordan-Butterworth
Sr. Director, User Experience & Industry Partners | IAB Tech Lab
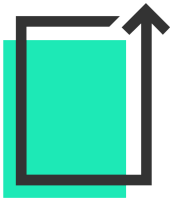*LEAN, LEAN Seal, New Ad Portfolio, Dynamic Content Ads, and more*

Stu Ingis
Chairman | Venable LLP (Coalition for Better Ads)
Recent Coalition progress and next steps

Scott Spencer
Director of Product Management, Sustainable Ads | Google
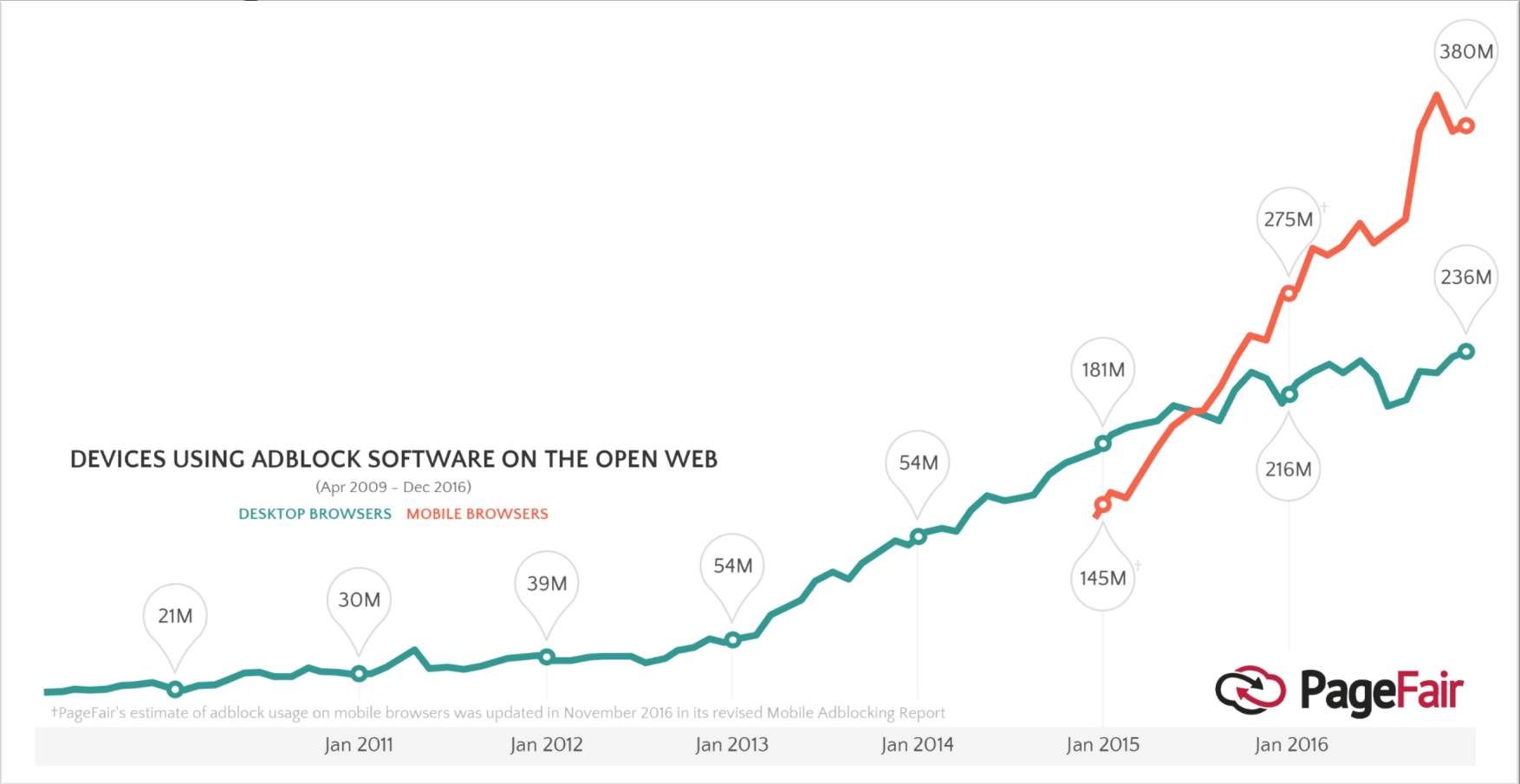*Implementing the Better Ads Standards, AMP, ads.txt*

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Coalition for Better Ads®

Initial Better Ads Standards for Desktop and Mobile Web
In North America and Europe

Stu Ingis, Venable LLP
IAB Global Summit
October 30, 2017

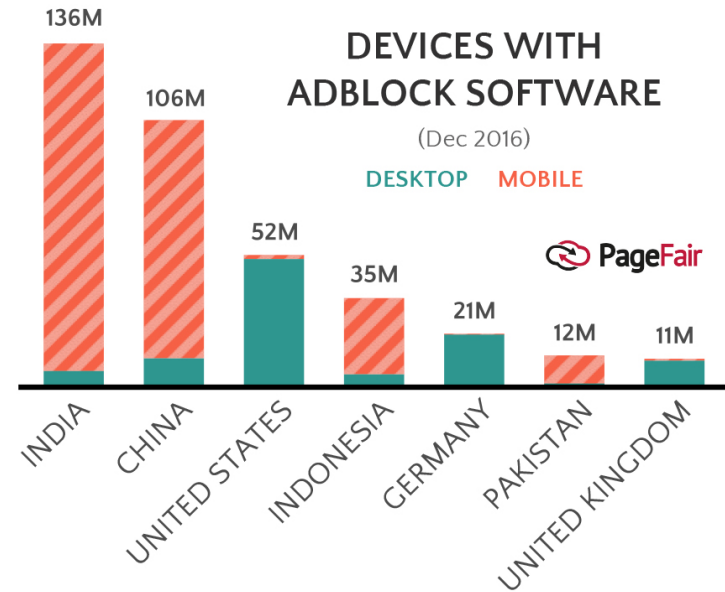# Consumer Usage of Ad Blockers by Digital Advertising Environment

DEVICES USING ADBLOCK SOFTWARE ON THE OPEN WEB
(Apr 2009 – Dec 2016)

DESKTOP BROWSERS   MOBILE BROWSERS

380M
275M†
236M
181M
216M
145M†
54M
54M
39M
30M
21M

†PageFair's estimate of adblock usage on mobile browsers was updated in November 2016 in its revised Mobile Adblocking Report

PageFair

Jan 2011   Jan 2012   Jan 2013   Jan 2014   Jan 2015   Jan 2016

A Risk to Advertising Globally, and Not Just Desktop

Ad Markets (region, A–Z)

Adblock penetration per online capita, %

PageFair

	Desktop	Mobile	Overall
Asia–Pacific	3%	16%	16%
C.&.E Europe	12%	1%	12%
L. America	7%	1%	7%
M.E. & Africa	2%	2%	2%
N. America	18%	1%	18%
W. Europe	20%	1%	20%
Worldwide	**7%**	**11%**	**11%**

DEVICES WITH ADBLOCK SOFTWARE
(Dec 2016)

DESKTOP   MOBILE

PageFair

- INDIA — 136M
- CHINA — 106M
- UNITED STATES — 52M
- INDONESIA — 35M
- GERMANY — 21M
- PAKISTAN — 12M
- UNITED KINGDOM — 11M
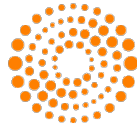
Coalition for Better Ads - Goals

- Develop new standards for online advertising that reflect consumer preferences **- Better Ads Standards -** that can be used by participants in the advertising and media ecosystem to prevent the kinds of experiences consumers don't want.

- Improve the online experience for consumers in key digital environments (desktop, mobile web), on a global basis.

# Testing to Support Better Ads Standards for Desktop/Mobile Web

- Consumer testing supporting relase of Initial Better Ads Standards showed statistical correlation of consumer preferences for the least preferred experiences across regions
  - North America Group
    - Desktop web: 7,720 participants
    - Mobile web: 6,096 participants
  - Initial Testing in Europe Group (Germany, Spain, UK, Italy)
    - Desktop web : 5,624
    - Mobile web: 5,639

- Additional testing completed in France and Australia, and underway in Poland, Sweden and Turkey

- Research subcommittee currently discussing proposed approach for Asia-Pacific, Latin America, and Middle East/Africa

Experiences falling below the Initial Better Ads Standard for Desktop Web
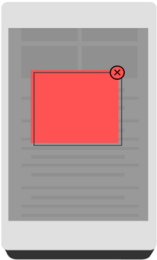
Pop-up ads

Prestitial ads with countdown

Close this ad in 5 seconds.
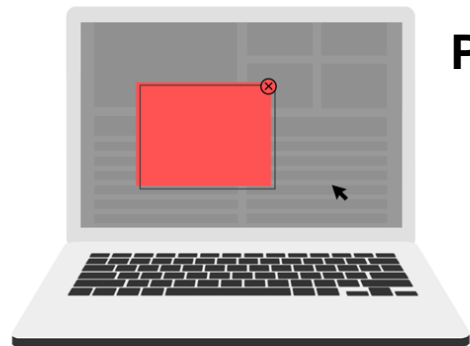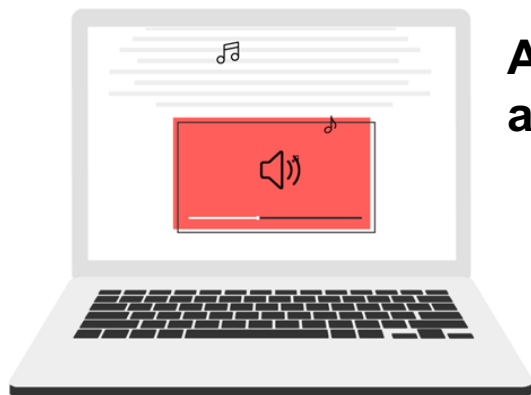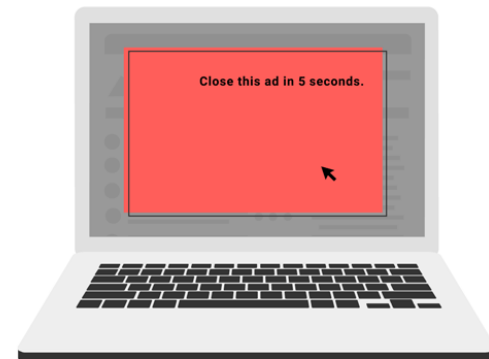
Auto-play video ads with sound

Large sticky ads

Experiences falling below the Initial Better Ads Standard for Mobile Web

Pop-up ads

Prestitial ads
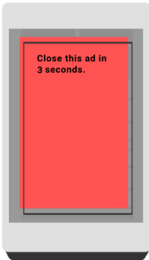
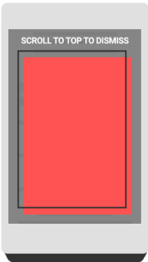CONTINUE TO SITE ›
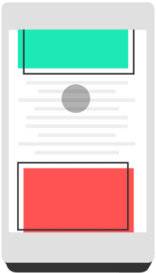
Density >30%

Flashing animated ads

Experiences falling below the Initial Better Ads Standard for Mobile Web (2)

**Auto-play video
ads with sound**

**Poststitial ads
with countdown**

**Full-screen
scroll over ads**

Large sticky ads

Initial Coalition Vision for Use of Better Ads Standards

- ***Advertisers****: inform campaign development and execution

- ***Publishers****: develop improved experiences for their audiences

- ***Ad technology platform*s**: develop new ad experiences

- ***Providers of measurement technologies****: develop new ways to assess marketplace prevalence of the ad experiences preferred by consumers

Marketplace Adoption of Better Ads Standards

IAB UK launches "IAB Gold Standard" to clean up online advertising

Chrome will automatically block annoying ads in early 2018
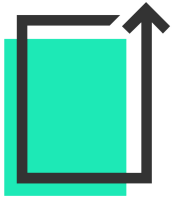
Adios, auto-playing advertisements.

IAB Lauds U.K.'s Standards-Based Initiative; Says Global Program for Digital Supply Chain Trust & Brand Safety Is Imminent

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PageFair endorses the initial standard of the Coalition for Better Ads

Sean Blanchfield

Additional Work Underway

- Developing interpretive guidance to clarify application

- Prioritizing research to test new ad experiences and assess new geographies

- Developing program to certify compliance with Standards

- Evaluating and developing principles to address the use of the Standards by browsers and other technologies for assessment and implementation

www.betterads.org