

Standardising Measurement: Viewability, Fraud and Brand Safety

Open Measurement SDK

The challenge

The digital advertising ecosystem faces fragmented measurement solutions that create inefficiency and distrust. Advertisers and publishers struggle with multiple proprietary integrations for each measurement provider, leading to increased costs, technical complexity, and inconsistent verification data. Without a unified approach, the industry lacks transparency in viewability and verification measurement across mobile apps, web video, and CTV environments.

The solution

OM SDK is an open-source, industry-standard solution that establishes a single, common interface between ad platforms and measurement providers. By eliminating the need for multiple custom integrations, OM SDK enables seamless third-party viewability and verification measurement across all digital advertising environments. This standardised approach ensures that advertisers, publishers, and verification providers can work together using one unified framework, reducing friction and increasing trust across the advertising supply chain.

Value to the industry

For advertisers

- Gain transparent, verified measurement from trusted third-party providers
- Reduce discrepancies between different measurement sources
- Ensure campaign effectiveness with standardised viewability metrics

For publishers & platforms

- Integrate once, support all certified measurement providers
- Reduce development and maintenance costs
- Demonstrate inventory quality through independent verification

For the industry

- Establish trust through standardisation and transparency
- Accelerate innovation by reducing technical barriers
- Create a level playing field with consistent measurement

Key capabilities

Universal compatibility

Works across mobile apps (iOS & Android), web video/audio, and CTV platforms with a single integration

Multi-environment support

Covers display and video advertising with consistent measurement across all formats

Third-party verification

Enables independent measurement providers to collect viewability and verification signals without custom integrations

Flexible access modes

Supports creative, domain, and limited access modes to accommodate different publisher privacy requirements

Brand safety & fraud detection

Facilitates measurement provider tools for ad verification and fraud prevention

Industry standard

Developed by IAB Tech Lab's Open Measurement Working Group with input from leading industry players

Real world applications

Mobile app advertising

Publishers integrate OM SDK once to enable all certified measurement partners to verify in-app video and display ads, ensuring advertisers receive independent viewability data without requiring separate SDK integrations for each vendor.

TV+ (CTV) campaigns

Streaming platforms and CTV app developers use OM SDK to provide advertisers with standardised measurement across fragmented CTV environments, proving ad delivery and viewability on large-screen devices.

Cross-platform campaigns

Advertisers running campaigns across mobile, web, and CTV use OM SDK-enabled inventory to receive consistent, comparable measurement data from their chosen verification partners, regardless of where their ads appear.

Technical overview

Platform coverage: iOS, Android, Android TV, tvOS, web browsers, Smart TV (WebOS, Tizen)

Video standards: VAST 2.0, 3.0, 4.0, and 4.1 compliant

Integration options: Native SDKs for mobile/CTV and JavaScript library for web environments

Current version: v1.5 (June 2024)

Access the guidelines & get certified

Find certified partners & learn more: iabtechlab.com/omsdk

Support: omsdksupport@iabtechlab.com

Documentation: docs.iabtechlab.com

Website: iabtechlab.com/omsdk