

ANA

Programmatic

Ad Innovation

Video Distribution

Consumer Privacy

iab.

Data

4's


Measurement

Mobility



A vibrant, high-contrast image of a bright sun low on the horizon over a dark blue ocean. A large, billowing white cloud is positioned in the upper left, with sunbeams radiating from behind it across a clear blue sky. The sun's reflection is visible on the water's surface.

**VIEWABLE
IMPRESSIONS**

A dramatic, low-key image of a dark, stormy sky. Heavy, dark grey clouds fill the frame, with some lighter patches where light breaks through, creating a moody and ominous atmosphere.

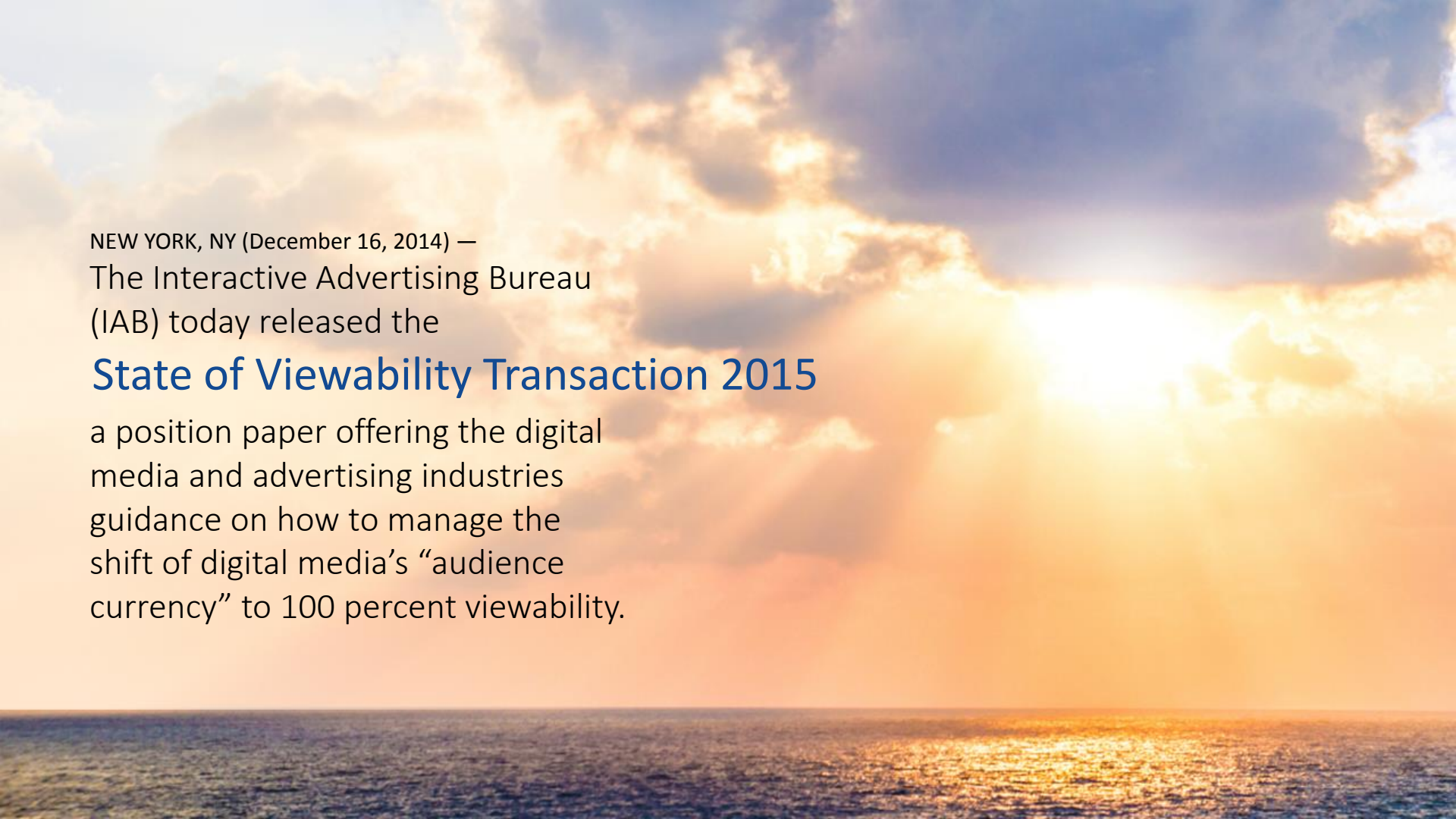
**BOT
TRAFFIC**

MRC Tells Ad Industry
It's Okay to Use
Viewable Impressions
[ADVERTISING AGE](#)

MRC Ends Gating
Period, Lift Advisory
for Video Advertising
[MEDIA POST](#)

Marketers Can Now Buy
Internet Ads People
Actually See
[WALL STREET JOURNAL](#)

Publishers Welcome
New Era of Viewability
[DIGIDAY](#)

A vibrant sunset scene with a bright sun low on the horizon, casting a golden glow across the sky and reflecting on the dark blue ocean. The sky is filled with soft, white and orange-tinted clouds.

NEW YORK, NY (December 16, 2014) —

The Interactive Advertising Bureau
(IAB) today released the

State of Viewability Transaction 2015

a position paper offering the digital
media and advertising industries
guidance on how to manage the
shift of digital media's "audience
currency" to 100 percent viewability.

RealVu®



spider.io



Sizmek™



WEBSPECTATOR



Glam Media



adloox



Publishers are optimizing for viewable impressions

Natural CPM increase

Evolution to best-in-class providers

Earning marketer's trust

Verification Companies

Deliver More Consistent
and Accurate Data

Fix Bugs

Increase Amount of
Inventory Measurable

Find a Solution for Viewable
measurement for Mobile



**SLOW
LOADING
ADS**

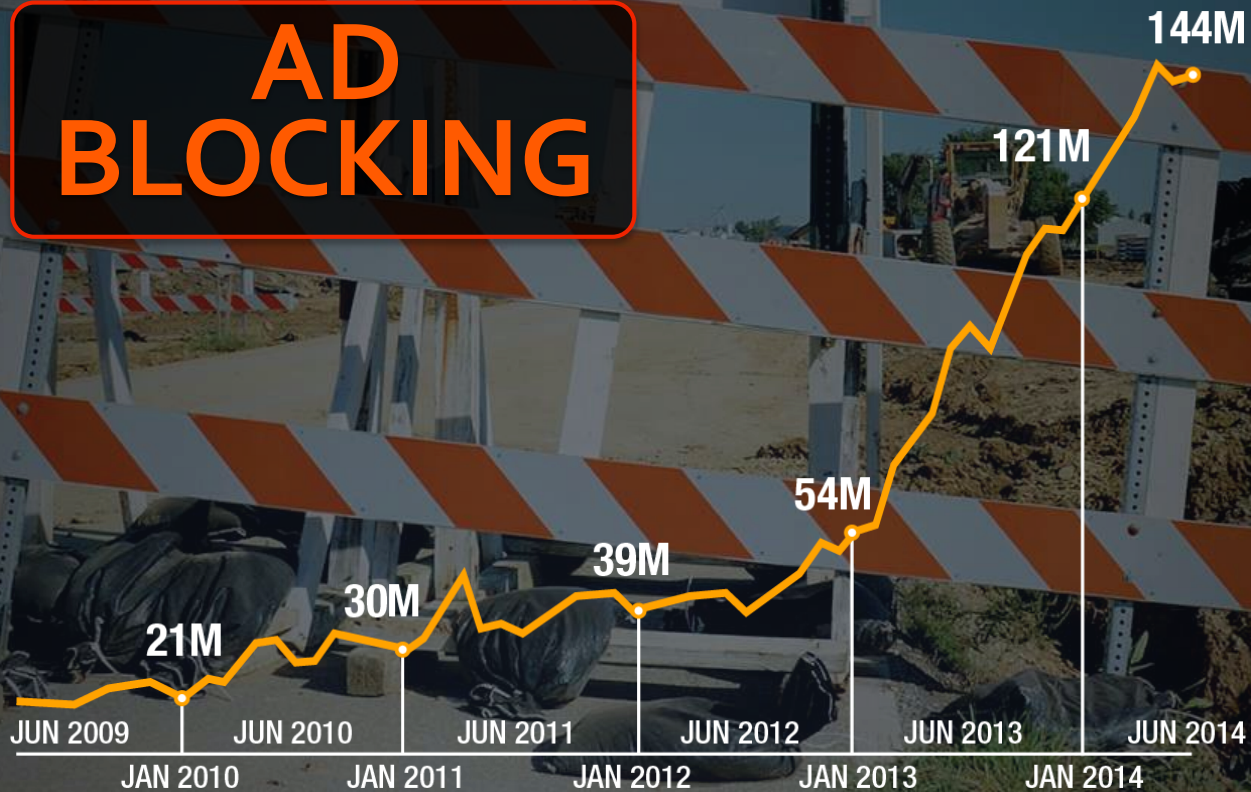


**AD
BLOCKING**



**SLOW
LOADING
ADS**

AD BLOCKING



Source: PageFair and Adobe; 2014 adblocking report0



**SLOW
LOADING
ADS**



**AD
BLOCKING**



**BOT
TRAFFIC**

A full-page background image showing a sunset over a calm ocean. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is filled with large, dark clouds that are illuminated from below by the setting sun, creating a dramatic silhouette effect. The overall color palette is warm, dominated by oranges, yellows, and blues.

TRUSTED TRAFFIC