DIGITAL AD TRUST CERTIFICATION REFERENCE FRAMEWORK

Version 2.1

4/01/19

(Update of Appendix 2 – 25/04/19)

DIGITAL AD TRUST CERTIFICATION: REFERENCE FRAMEWORK

Translation of the French version dated 4/01/19

Contents

A. Introduction

Digital Ad Trust certification covers five areas that have been selected by the joint trade organizations: Brand Safety, Viewability, Fraud, User Experience (UX) and the Protection of Personal Data. The purpose of this document is to establish the reference framework that sets out and defines the criteria covered during the process of Digital Ad Trust certification.

As a first step, the certification will be awarded at website level (desktop environment and mobile website). This document therefore only covers those criteria involved in "website" level certification. For the time being, mobile application and IPTV channels are excluded from the scope of this certification. Site means domain and sub-domains.

Three different types of certification can be awarded:
- "Display": the publisher requests that its website be certified for its display formats only, including in-banner video
- "Video": the publisher requests that its website be certified for its video formats only
- "Display & Video": the publisher requests certification for all of its website's display and video formats.

Once chosen by the publisher, the scope of the certification cannot be changed during a certification wave. However publishers may apply to another certification during a further wave.

The reference framework criteria may be updated once a year, in particular to reflect changes in national and international standards and the agreements within the profession.

Finally, in order to audit certain criteria (Fraud and UX), a tool, referred to as the "monitoring" tool in this document, has been developed by the Third-Party Certifier.

B. Awarding the certification

Digital Ad Trust certification is awarded each year in 4 waves.

Compliance with all criteria is required for the certification to be awarded to a website.

The certification is awarded by the Third-Party Certifier for a period of 12 months, from the date that certification is awarded.

Six months after the certification has been awarded, the publisher must specify the actions taken to reduce non viewable impressions served on the site applying for the certification (criterion 2.2) and provide the Third-Party Certifier with a benchmark audit (criteria 1.2, 2.1, 2.2 and 3.3). Each audit must cover a period of at least one month. Failure to provide these audits will result in certification being suspended. Random checks will also be carried out using the monitoring tool. The results of these audits and random checks may result in a suspension if there is a failure to comply with at least one of the certification criteria.

Should the Third-Party Certifier observe a non-compliance with one of the criteria of the label, the publisher will have three months to become compliant before its certification is suspended. Suspension will be notified by electronic mail to the publisher and by the removal of the website name on the digitaladtrust.fr website. The publisher will have to remove all mentions related to Digital Ad Trust from its credentials and presentations and make sure they do not provide any information which may entice someone to believe their website is still certified. The Third-Party Certifier must perform new controls to confirm the return of compliance. The re-awarding of the certification will be notified by electronic mail to the publisher and also by the publishing of the website name on the digitaladtrust.fr website.

When a website is awarded certification, no information on the individual criterion checks will be provided. Only the final result (website certification outcome) will be communicated.

If a dispute arises concerning the decision not to award a website with certification, the Decision-Making Committee may request access to the factors that contributed to this decision, so that a final decision can be reached and the dispute resolved.

The publisher agrees to respect the ARPP advertising rules: http://www.arpp.org/code-arpp/.

Should any failure to comply with the ARPP User Experience recommendations be found, and this occurs during the certification process phase or in the year that follows certification, the ARPP must notify the Third-Party Certifier, which will in turn notify the Decision-Making Committee.

C.   Prerequisites

Before a website enters the certification process, the Third-Party Certifier requires certain elements to determine the scope of certification at the time the certification request is made. The publisher must therefore complete a Signed Statement (SS), specifying the list of domains that will be audited during the certification process (Cf. Appendix no. 1 – SS). All of the pages within these domains could be audited, as could all advertising formats and purchasing methods.

The publisher must not exclusively rely on proprietary procedures for the areas of Brand Safety, Viewability, and Fraud. Websites that are submitted for certification must use one or more solutions that have been developed by a third-party measurement company accredited for Viewability (for criteria 2.1 and 2.2), General Invalid Traffic (for criteria 3.2 and 3.3) or Brand Safety[1] (for criteria 1.1 and 1.2) by the MRC or by the EA (*European Authority for the European Viewability Initiative*) for Viewability and General Invalid Traffic. Failure to comply with this point will result in the website being unable to enter the Digital Ad Trust certification process. The Third-Party Certifier will provide publishers with the updated list of accredited solutions on digitaladtrust.fr website (Cf. Appendix 2–List of third-party auditors accredited for the Digital Ad Trust certification on the date of the framework update). The auditor must be accredited when the certification process wave begins.

In case of non-compliance of the audit results with one of the criteria, the publisher may submit a second set of data to the Third-Party Certifier for the non-compliant criterion during the audit wave for its first certification or during the 6-month audit wave for a subsequent certification, according to a set timeline (Cf. Appendix 4 – Calendar of the 2019 four Digital Ad Trust waves)

To be eligible, the audits supplied to the Third-Party Certifier must cover a range of the website's pages, placements and formats, and also take the types of purchasing methods into account. Methods that only cover one page (e.g.: the website homepage), format or placement will be ineligible. In parallel, the publisher will provide the Third-Party Certifier with a file of ads served covering all purchasing methods, placements and formats of the website. The audited data and ad-served data communicated must cover the same period of at least one month.

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[1] The MRC published a new standard dedicated to Brand Safety in September 2018. On the date of the publication of version 2.0 of the Digital Ad Trust certification framework, no measurement company is accredited yet according to this new standard. As a consequence, the accreditation requirement for Brand Safety has been lifted for 2019.

D. Criteria audited for Digital Ad Trust certification: Display formats

Area 1 – BRAND SAFETY

Objective: Guarantee Brand Safety

- Criterion 1.1: Implement Brand Safety audits

Prerequisite	The publisher is responsible for its contents. Therefore, the website is committed to allowing a certified[2] third-party measurement company to independently check, using a tag, the Brand Safety of its pages that contain ads.
Audit	Type: Signed Statement submitted to the Third-Party Certifier.
	Source: Publisher / Sales house

- Criterion 1.2: Editorial content compliant with IAB filter categories

Commitment	Impressions blocked when they are served on pages that do not comply with IAB filters[3] (including Illegal downloads, Offensive language, Violence, Adult, Drugs, Hate speech, Alcohol…) do not exceed 2% of pages containing ads or served impressions. The audit will cover IAB formats or 1000x90, 1000x200 and 1000x300 formats.
Audit	Type: Conduct an audit using an independent third-party solution for a period of at least 1 month during the 3 months that precede the certification request or during the certification process period, and communicate the number of pages with ads and the number of non-brand safe pages to the Third-Party Certifier. The audited pages must account for at least 10% of the website's pages containing advertising, with a ceiling of 100 million impressions audited. If the ratio between the number of pages with ads that are non-brand safe and the pages with ads exceeds 2%, or if the audited pages do not account for 10% of the pages with ads, the Third-Party Certifier may be supplied with a second complementary audit during the audit wave.
	Source: Publisher / Sales house

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[2] In 2019, the requirement to have an accredited third party tool for Brand Safety is lifted given the MRC recent release of a new standard.
[3] www.iabfrance.com/ www.iabeurope.eu

Area 2 – VIEWABILITY

Purpose: Optimize the viewability of online advertising

- Criterion 2.1: Viewability measurement

Prerequisite	The website is committed to allowing a certified third-party auditor to independently check, using a tag, the viewability of all its IAB format placements or 1000x90, 1000x200 and 1000x300 formats..
Audit	<u>Type</u>: Signed Statement submitted to the Third-Party Certifier and check carried out using one audit performed by the website for its own analysis or at a buyer's request by a certified measurement company and supplied to the Third-Party Certifier. Each viewability audit must cover a period of at least 1 month, have been carried out during the 3 months that precede he certification request or during the certification process period, and account for at least 10% of all impressions served on the website over this period, with a ceiling of 100 million audited impressions. The audit will cover IAB formats or 1000x90, 1000x200 and 1000x300 formats. <u>Source</u>: Publisher / Sales house

- Criterion 2.2: Implementation of means to reduce non viewable impressions

Commitment	The website is committed to reducing the number of non-viewable impressions, by implementing means to reduce non viewable impressions on the scope of the website which applies to the accreditation.
Audit	<u>Type</u>: - Signed Statement submitted to the Third-Party Certifier with the list of actions taken by the publisher (specific settings in the ad server of the website being certified, in the CMS of the publisher of the website being certified, insertion of a plugin to optimize ad loading, etc.) - Control by the Third-Party Certifier of the reduction in the rate of non-viewable impressions served (based on measured impressions) in accordance with current standards[4] based on data supplied to the Third-Party Certifier 6 months after the certification has been awarded. For each audit point, the audited impressions must cover a period of at least one month and represent at least 10% of the website's total served impressions over the period, with a ceiling of 100 million audited impressions. <u>Source</u>: Publisher / Sales house

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[4] Link to the MRC's *Guidelines*, for the desktop environment and mobile environment:
http://mediaratingcouncil.org/081815%20Viewable%20Ad%20Impression%20Guideline_v2.0_Final.pdfxx ;
https://www.iab.com/guidelines/mrc-issues-guidelines-measuring-viewable-impressions-mobile-web-mobile-app-environments/

Area 3 – FRAUD

Objective: Combat fraud

- Criterion 3.1: Comply with the filtering of invalid traffic in accordance with the IAB list[5]

Prerequisite	The website enters into a contract with one or more ad servers to filter invalid traffic in accordance with the IAB exclusion list.
Audit	<u>Type</u>: Signed Statement submitted to the Third-Party Certifier.
	<u>Source</u>: Publisher / Sales house

- Criterion 3.2: Carry out audits to measure General Invalid Traffic

Prerequisite	The website is committed to allowing a third-party auditor to independently identify and filter general invalid traffic using a tag.
Audit	<u>Type</u>: Signed Statement submitted to the Third-Party Certifier and check carried out using one audit performed by a certified measurement company supplied to the Third-Party Certifier. Each audit must cover a period of at least one month, have been carried out during the last 3 months that precede the certification request or during the certification process period, and account for at least 10% of all ad impressions served on the website over this period, with a ceiling of 100 million audited impressions.
	<u>Source</u>: Publisher / Sales house

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[5] https://iabtechlab.com/tools-utilities/iababc-international-spiders-and-bots-list/.

- Criterion 3.3: Fraud rate

Commitment	Once it has passed the ad server's filters, the rate of General Invalid Traffic (GIVT), and not SIVT (Sophisticated Invalid Traffic) is below the 2% ceiling.
Audit	<u>Type</u>: - Communicate the name of the website's ad server and the name(s) of the third-party solution(s) used to evaluate General Invalid Traffic - Control by the Third-Party Certifier based on an audit using an independent third-party solution: communication of the number of impressions served and the number of fraudulent GIVT impressions to the Third-Party Certifier. The audit must cover a period of at least 1 month during the last 3 months that precede the certification request or during the certification process period. The impressions audited over the period must account for at least 10% of the website's total number of served impressions, with a ceiling of 100 million impressions audited per month. The audit will cover IAB formats or 1000x90, 1000x200 and 1000x300 formats. - Should the rate of General Invalid Traffic be above 2% and below the 3% ceiling, the Third-Party Certifier will tolerate and consider that the GIVT rate is not blocking for the awarding of the certification. The publisher will be granted a further period of 3 months to comply with criterion 3.3; a complementary conclusive audit must be provided to the Third-Party Certifier. After this 3-month period, should the GIVT rate remain above 2%, the certification will be suspended. - Should the GIVT rate be above 3% or the audited pages represent less than 10% of total served impressions, a second complementary audit must be provided to the Third-Party Certifier during the audit wave.
	<u>Source</u>: Publisher / Sales house

- Criterion 3.4: Concealed traffic

Commitment	The website is committed to combatting concealed traffic by allowing intermediaries permitted to sell a domain name to be identified.
Audit	<u>Type</u>: Check the inclusion of the "ADS.TXT" text file (*Authorized Digital Sellers*) in the root of the website.
	<u>Source</u>: Monitoring implemented by the Third-Party Certifier

Area 4 – UX

Objective: Improve the user experience

- Criterion 4.1: Respect the principles of the *Coalition for Better Ads*[6]

Commitment	No formats prohibited by the *Coalition for Better Ads,* must appear on the website.
Audit	<u>Type</u>: Identify ad formats prohibited by the *Coalition for Better Ads* by performing random checks of the website.
	<u>Source</u>: Monitoring implemented by the Third-Party Certifier

- Criterion 4.2: Compliance with advertising clutter "standards"

Commitment	For Mobile[7]: in 90% of checks, only 2 viewable ad placements, i.e. a minimum of 50% of the ad is in view, are allowed per active screen.
Audit	<u>Type</u>: Count the number of formats displayed on the active screen that are at least 50% of their size. Please note that a specific weighting has been allocated to the following formats: 1 per IAB format, 1 for all formats in a section of recommended content; 0.5 per native format.
	<u>Source</u>: Monitoring implemented by the Third-Party Certifier

Commitment	For desktop and tablet, in the browser environment: in 90% of checks, only 3 viewable ad placements, i.e. a minimum of 50% of the ad is in view, are allowed per active screen.
Audit	Type: Count the number of formats displayed on the active screen that are at least 50% of their size. Please note that a specific weighting has been allocated to the following formats: 1 per IAB format, 1 for all formats in a section of recommended content; 0.5 per native format.
	<u>Source</u>: Monitoring implemented by the Third-Party Certifier

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[6] https://www.betterads.org/.
[7] In the browser environment.

-   Criterion 4.3: Comply with the ARPP rules in relation to intrusive advertising and ad identification

Commitment	The website submitted for certification prioritises access to editorial content vs. advertising. It complies with ARPP intrusiveness recommendations. For formats that are not prohibited by the *Coalition for better ads*: - The ad must be clearly identified as such, unless the advertising nature of the message is obvious. - Pop-up or overlay ad placements (more than 30% of the active screen) can be closed. - The sound of autoplay videos must be turned off by default (for example for in-banner display video).
Audit	<u>Type</u>: Random checks on the website to determine whether each ad placement complies with the above criteria
	<u>Source</u>: Monitoring implemented by the Third-Party Certifier

Area 5 – PROTECTION OF PERSONAL DATA

Purpose: Better inform internet users

-   Criterion 5.1: Protection of personal data

Commitment	The website complies with current legislation relating to the protection of personal data and is committed to informing internet users about the objectives of cookies and other trackers.
Audit	<u>Type</u>: Signed Statement submitted to the Third-Party Certifier.
	<u>Source</u>: Publisher / Sales house

E. Criteria audited for Digital Ad Trust certification: Video formats

Area 1 – BRAND SAFETY

Objective: Guarantee Brand Safety

- Criterion 1.1: Implement Brand Safety audits

Prerequisite	The publisher is responsible for its contents. Therefore, the website is committed to allowing a certified[8] third-party measurement company to independently check, using a tag, the Brand Safety of its pages that contain ads.
Audit	Type: Signed Statement submitted to the Third-Party Certifier.
	Source: Publisher / Sales house

- Criterion 1.2: Editorial content compliant with IAB filter categories

Commitment	Impressions blocked when they are served on pages that do not comply with IAB filters[9] (including Illegal downloads, Offensive language, Violence, Adult, Drugs, Hate speech, Alcohol…) do not exceed 2% of pages containing ads or served impressions. The audit will cover IAB formats or in-read formats.
Audit	Type: Conduct an audit using an independent third-party solution for a period of at least 1 month during the 3 months that precede the certification request or during the certification process period, and communicate the number of pages with ads and the number of non-brand safe pages to the Third-Party Certifier. The audited pages must account for at least 10% of the website's pages containing advertising, with a ceiling of 100 million impressions audited. If the ratio between the number of pages with ads that are non-brand safe and the pages with ads exceeds 2%, or if the audited pages do not account for 10% of the pages with ads, the Third-Party Certifier may be supplied with a second complementary audit during the audit wave.
	Source: Publisher / Sales house

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[8] In 2019, the requirement to have an accredited third party tool for Brand Safety is lifted given the MRC recent release of a new standard.
[9] www.iabfrance.com/ www.iabeurope.eu

Area 2 – VIEWABILITY

Purpose: Optimize the viewability of online advertising

- Criterion 2.1: Viewability measurement

Prerequisite	The website is committed to allowing a certified third-party auditor to independently check, using a tag, the viewability of all its IAB format placements or in-read formats.
Audit	<u>Type</u>: Signed Statement submitted to the Third-Party Certifier and check carried out using one audit performed by the website for its own analysis or at a buyer's request by a certified measurement company and supplied to the Third-Party Certifier. Each viewability audit must cover a period of at least 1 month, have been carried out during the 3 months that precede he certification request or during the certification process period, and account for at least 10% of all impressions served on the website over this period, with a ceiling of 100 million audited impressions. The audit will cover IAB formats or in-read formats. <u>Source</u>: Publisher / Sales house

- Criterion 2.2: Implementation of means to reduce non viewable impressions

Commitment	The website is committed to reducing the number of non-viewable impressions, by implementing means to reduce non viewable impressions on the scope of the website which applies to the accreditation.
Audit	<u>Type</u>: - Signed Statement submitted to the Third-Party Certifier with the list of actions taken by the publisher (specific settings in the ad server of the website being certified, in the CMS of the publisher of the website being certified, insertion of a plugin to optimize ad loading, etc.) - Control by the Third-Party Certifier of the reduction in the rate of non-viewable impressions served (based on measured impressions) in accordance with current standards[10] based on data supplied to the Third-Party Certifier 6 months after the certification has been awarded. For each audit point, the audited impressions must cover a period of at least one month and represent at least 10% of the website's total served impressions over the period, with a ceiling of 100 million audited impressions. <u>Source</u>: Publisher / Sales house

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[10] Link to the MRC's *Guidelines*, for the desktop environment and mobile environment:
http://mediaratingcouncil.org/081815%20Viewable%20Ad%20Impression%20Guideline_v2.0_Final.pdfxx ;
https://www.iab.com/guidelines/mrc-issues-guidelines-measuring-viewable-impressions-mobile-web-mobile-app-environments/

Area 3 – FRAUD

Objective: Combat fraud

- Criterion 3.1: Comply with the filtering of invalid traffic in accordance with the IAB list[11]

Prerequisite	The website enters into a contract with one or more ad servers to filter invalid traffic in accordance with the IAB exclusion list.
Audit	Type: Signed Statement submitted to the Third-Party Certifier.
	Source: Publisher / Sales house

- Criterion 3.2: Carry out audits to measure General Invalid Traffic

Prerequisite	The website is committed to allowing a third-party auditor to independently identify and filter General Invalid Traffic using a tag.
Audit	Type: Signed Statement submitted to the Third-Party Certifier and check carried out using one audit performed by a certified measurement company supplied to the Third-Party Certifier. Each audit must cover a period of at least one month, have been carried out during the last 3 months that precede the certification request or during the certification process period, and account for at least 10% of all ad impressions served on the website over this period, with a ceiling of 100 million audited impressions.
	Source: Publisher / Sales house

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[11] https://iabtechlab.com/tools-utilities/iababc-international-spiders-and-bots-list/.

- Criterion 3.3: Fraud rate

Commitment	Once it has passed the ad server's filters, the rate of General Invalid Traffic (GIVT), and not SIVT (Sophisticated Invalid Traffic) is below the 2% ceiling.
Audit	<u>Type</u>: - Communicate the name of the website's ad server and the name(s) of the third-party solution(s) used to evaluate General Invalid Traffic - Control by the Third-Party Certifier based on an audit using an independent third-party solution: communication of the number of impressions served and the number of fraudulent GIVT impressions to the Third-Party Certifier. The audit must cover a period of at least 1 month during the last 3 months that precede the certification request or during the certification process period. The impressions audited over the period must account for at least 10% of the website's total number of served impressions, with a ceiling of 100 million impressions audited per month. The audit will cover IAB formats or in-read formats - Should the rate of General Invalid Traffic be above 2% and below the 3% ceiling, the Third-Party Certifier will tolerate and consider that the GIVT rate is not blocking for the award of the certification. The publisher will be granted a further period of 3 months to comply with criterion 3.3; a complementary conclusive audit must be provided to the Third-Party Certifier. After this 3-month period, should the GIVT rate remain above 2%, the certification will be suspended. - Should the GIVT rate be above 3% or the audited pages represent less than 10% of total served impressions, a second complementary audit must be provided to the Third-Party Certifier during the audit wave.
	<u>Source</u>: Publisher / Sales house

- Criterion 3.4: Concealed traffic

Commitment	The website is committed to combatting concealed traffic by allowing intermediaries permitted to sell a domain name to be identified.
Audit	<u>Type</u>: Check the inclusion of the "ADS.TXT" text file (*Authorized Digital Sellers*) in the root of the website.
	<u>Source</u>: Monitoring implemented by the Third-Party Certifier

Area 4 – UX

Objective: Improve the user experience

- Criterion 4.1: Respect the principles of the *Coalition for Better Ads*[12]

Commitment	No formats prohibited by the *Coalition for Better Ads,* must appear on the website[13].
Audit	Type: Identify ad formats prohibited by the *Coalition for Better Ads* by performing random checks of the website
	Source: Monitoring implemented by the Third-Party Certifier

- Criterion 4.2: Compliance with advertising clutter "standards"

Commitment	Unavoidable video ads inserted into content requested on the website last for less than 50% of the editorial content's duration.
Audit	Type: Count the breakdown of editorial and ad content durations for videos that contain unavoidable ad content
	Source: Monitoring implemented by the Third-Party Certifier

Commitment	For Mobile[14]: in 90% of checks, only 2 viewable ad placements, i.e. a minimum of 50% of the ad is in view, are allowed per active screen.
Audit	Type: Count the number of formats displayed on the active screen that are at least 50% of their size.
	Source: Monitoring implemented by the Third-Party Certifier

Commitment	For desktop and tablet, in the browser environment: in 90% of checks, only 3 viewable ad placements, i.e. a minimum of 50% of the ad is in view, are allowed per active screen.
Audit	Type: Count the number of formats displayed on the active screen that are at least 50% of their size.
	Source: Monitoring implemented by the Third-Party Certifier

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[12] https://www.betterads.org/.

[13] For desktop: *Pop-up Ads, Auto-playing Video Ads with Sound, Prestitial Ads with Countdown and Large Sticky Ads*.
For mobile: *Pop-up Ads, Prestitial Ads, Ad Density Higher Than 30%, Flashing Animated Ads, Auto-playing Video Ads with Sound, Postitial Ads with Countdown, Full-screen Scrollover Ad and Large Sticky Ads*.

[14] In the browser environment.

- Criterion 4.3: Comply with the ARPP rules in relation to intrusive advertising and ad identification

Commitment	The website submitted for certification prioritises access to editorial content vs. advertising. It complies with ARPP intrusiveness recommendations. For formats that are not prohibited by the *Coalition for better ads*: - The ad must be clearly identified as such, unless the advertising nature of the message is obvious. - Pop-up or overlay ad placements (more than 30% of the active screen) can be closed. - The sound of autoplay videos must be turned off by default.
Audit	<u>Type</u>: Random checks on the website to determine whether each ad placement complies with the above criteria
	<u>Source</u>: Monitoring implemented by the Third-Party Certifier

Area 5 – PROTECTION OF PERSONAL DATA

Purpose: Better inform internet users

- Criterion 5.1: Protection of personal data

Commitment	The website complies with current legislation relating to the protection of personal data and is committed to informing internet users about the objectives of cookies and other trackers.
Audit	<u>Type</u>: Signed Statement submitted to the Third-Party Certifier.
	<u>Source</u>: Publisher / Sales house

F. Appendices

Documents appended to the Reference Framework:
- Appendix 1 – Copy of the Signed Statement
- Appendix 2 – List of accredited third-party vendors
- Appendix 3 – List of ad formats prohibited by the Coalition for Better Ads
- Appendix 4 – Calendar of the four 2019 Digital Ad trust waves with deadlines for delivery of data to Third-Part Certifier and eligibility periods for audits
- Appendix 5 – IAB Definition of Invalid Traffic
- Appendix 6 - ARPP Rules in relation to intrusive advertising and ad identification

Appendix 1 – Copy of the Signed Statement

Below the Signed Statement:

PDF
DSH LABEL
DAT-2019.pdf

Appendix 2 - List of accredited third-party vendors

The table below enables to check if a third-party solution is qualified to check the criteria 1.2, 1.2, 2.1, 2.2, 3.2 and 3.3.

	Viewability (included GIVT)				Brand Safety			
	Desktop		Mobile browser		Desktop		Mobile browser	
	Display	Video	Display	Video	Display	Video	Display	Video
ADLEDGE	hiatus status*	hiatus status*	hiatus status*	hiatus status*	hiatus status*	hiatus status*	hiatus status*	hiatus status*
ADLOOX	accredited	-	accredited	-	measured	measured	measured	measured
comScore (vCE)	accredited	accredited	accredited	accredited	measured**	measured**	measured**	measured**
DoubleVerify	accredited	accredited	accredited	accredited	measured**	measured**	measured**	measured**
Google Active View								
in Ad Manager	accredited	accredited	accredited	accredited				
in Campaign Manager	accredited	accredited	accredited	accredited				
in Display and Video 360 f/k/a DBM	accredited	accredited	accredited	accredited				
in Ads f/k/a AdWords		accredited		accredited				
IAS	accredited	accredited	accredited	accredited	measured**	measured**	measured**	measured**
Meetrics	accredited	accredited	accredited	accredited	measured	measured	measured	measured
MOAT	accredited	accredited	accredited	accredited	measured	measured	measured	measured

*At ADLEDGE's request, the service was moved from Accredited status to a six-month Hiatus status. The service is not accredited during the hiatus period.

**Accredited by MRC according to the first IAB criteria for ad-verification validation (before September 2018)

Note that the other criteria will be checked by the Third-Party Certifier through the monitoring tool.

Appendix 3 - List of ad formats prohibited by the Coalition for Better Ads
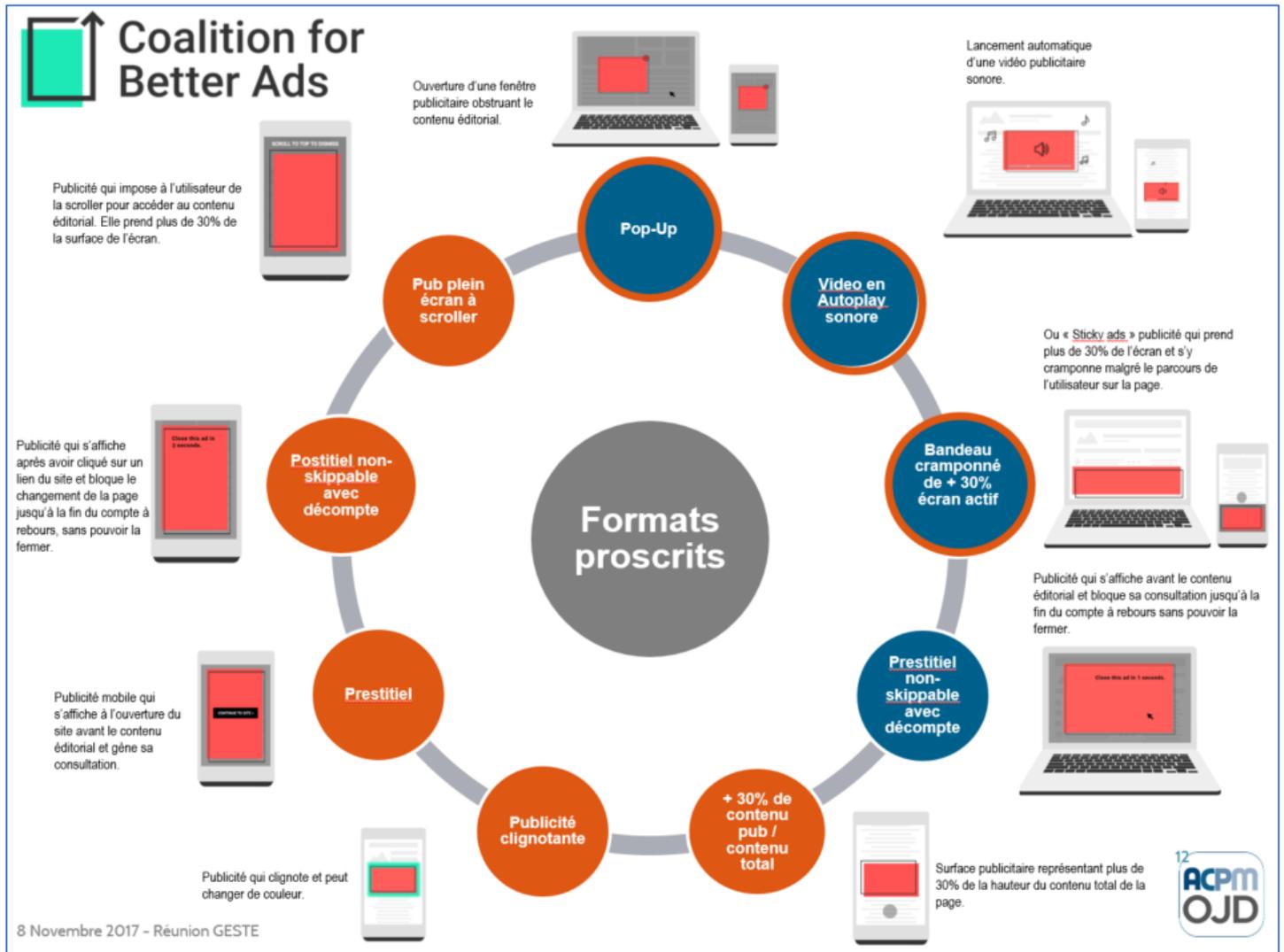
- **Pop-Up** (*Pop-Up Ads*) : pop-up ads are a type of interstitial ad that do exactly what they say — pop-up and block the main content of the page.

- **Vidéo en autoplay sonore** *(Auto-playing Video Ads with Sound)* **:** auto-playing video ads play sound without any user interaction.

- **Bandeau cramponné de +30% écran actif** (*Large Sticky Ads*) : large Sticky Ads stick to the edge of a page, regardless of a user's efforts to scroll. As the user browses the page, this static, immobile sticky ad takes up more than 30% of the screen's real estate.

- **Prestitiel inévitable (non skippable) avec décompte** (*Prestitial Ads with Countdown*) : prestitial "Countdown" ads appear before the content of the page has loaded, forcing the user to wait a number of seconds before they can dismiss the ad, or the ad closes on its own.

- **+30% de contenu pub / contenu total** *(Ad Density Higher Than 30%)* **:** When ads on a mobile page take up more than 30% of the vertical height of the main content portion of the page.

- **Publicité clignotante** *(Flashing Animated Ads)* : Ads that animate and "flash" with rapidly changing background and colors are highly aggravating for consumers

- **Prestitiel (***Prestitial Ads) :* Mobile prestitial ads appear on a mobile page before content has loaded, blocking the user from continuing on to the content they have sought out.

- **Postitiel inévitable (non skippable) avec décompte** *(Postitial Ads with Countdown)* **:** Postitial ads with countdown timers appear after the user follows a link.

- **Pub plein écran à scroller** *(Full-screen Scrollover Ad) :* Full-Screen Scrollover ads force a user to scroll through an ad that appears on top of content.

Appendix 4 – Calendar of the four 2019 Digital Ad trust waves with deadlines for delivery of data to Third-Part Certifier and eligibility periods for audits

	Wave 5	Wave 6	Wave 7	Wave 8
Deadline to apply	Friday January 4th 2019	Friday April 5th 2019	Wednesday July 3rd 2019	Wednesday October 2nd 2019
Valid period for audits eligible to controls	Between 01/10/18 and 25/03/19[15]	Between 01/01/19 and 24/06/19	Between 01/04/19 and 23/09/19	Between 01/07/19 and 30/12/19
Deadline for providing audit data to TP Certifier (first submission)	Friday March 1st 2019	Friday 31st May 2019	Friday 30th August 2019	Friday December 6th 2019
Deadline for providing audit data to TP Certifier (second submission)	Monday March 25th 2019	Monday June 24th 2019	Monday September 23rd 2019	Monday December 30th 2019

	6-month controls			
	Wave 5	Wave 6	Wave 7	Wave 8
Valid period for audits eligible to controls	Between 24/06/19 and 23/09/19	Between 30/09/19 and 30/12/19	Between 27/12/19 and 27/03/20	Between 26/03/20 and 26/06/20
Deadline for providing audit data to TP Certifier (first submission)	Friday 30th August 2019	Friday December 6th 2019	Monday March 6th 2020	Friday 5th June 2020
Deadline for providing audit data to TP Certifier (second submission)	Monday September 23rd 2019	Monday December 30th 2019	Friday March 27th 2020	Friday June 26th 2020

Link to Digital Ad Trust website:
http://www.digitaladtrust.fr/candidater/

Appendix 5 – IAB Definition of Invalid Traffic

Below the link to subscribe to the list of bots to be filtered according to IAB:
https://iabtechlab.com/tools-utilities/iababc-international-spiders-and-bots-list/

Appendix 6 - ARPP Rules in relation to intrusive advertising and ad identification

Below the link towards the ARPP rules regarding ad communication:
http://www.arpp.org/code-arpp/

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[15] Day/Month/Year