



## **MRC Issues Draft Version of Updated Guidance on OTT and SSAI Digital Video Measurement**

### ***30-Day Public Comment Period Now Open***

New York, NY (February 22, 2021): The Media Rating Council (MRC) today issued a draft document outlining guidance and best practices for advertising measurement in Over-the-Top (OTT) and Connected TV (CTV) environments and when Server Side Ad Insertion (SSAI) digital video techniques are used. The draft is the result of [a project that was announced in July 2020](#) to identify and propose solutions to the measurement challenges posed by these situations in today's video environment.

Since last July's announcement, the MRC has been working with its members and affected MRC-accredited measurement services, supplemented by a group of other key industry stakeholders, to develop the guidance that is included in the draft released today. After a 30-day public comment period, during which comments on the draft will be accepted and considered, the MRC will issue a final draft. The guidance contained within that version, as well as prior guidance established in the IAB/MRC *Digital Video Impression Measurement Guidelines*, will be applicable to future MRC accreditation considerations.

Among the more important issues the draft guidance addresses are:

- A refinement of the definitions MRC uses for “Over the Top” and “Connected TV,” designed to more closely align with current industry terminologies.
  - CTV is now defined specifically as the delivery of digital video to televisions via internet-connected devices (or functionality within the television itself), while OTT is now defined as a more encompassing term that includes CTV as well as non-linear video content that is typically delivered to a TV screen but that may also be available via desktop or mobile devices, such as with many video streaming services.
- The identification and encouragement of certain measurement-related best practices specific to SSAI, including:
  - The disclosure to measurers of those IP ranges used by SSAI providers;
  - The establishment of formal processes to allow for technical certifications of SSAI providers;
  - The utilization of SSL certificates between the SSAI provider and the ad server/measurer in order to authenticate the third-party data; and
  - A call for fuller industry collaboration to develop and employ standardized terminologies and signal-sharing protocols in the near-term future to allow for more complete and consistent measurement of video delivered in SSAI scenarios.
- The highlighting of relevant existing guidance on issues of particular importance to OTT/CTV and SSAI, including on such matters as the impacts on measurement of

latency, continuous play, “TV Off” situations and the application of invalid traffic detection and filtration in these environments.

Comments on the draft, which is available via a link at [www.mediatingcouncil.org](http://www.mediatingcouncil.org), will be accepted through Wednesday, March 24, 2021, and can be submitted via email to MRC at [loliveri@mediatingcouncil.org](mailto:loliveri@mediatingcouncil.org).

###

### **About MRC**

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediatingcouncil.org](http://www.mediatingcouncil.org).

### **Media Contact**

Bill Daddi

Daddi Brand Communications

917-620-3717

[bill@daddibrand.com](mailto:bill@daddibrand.com)