mma
mobile marketing
association

Mobile Measurement Ad Currency Definitions
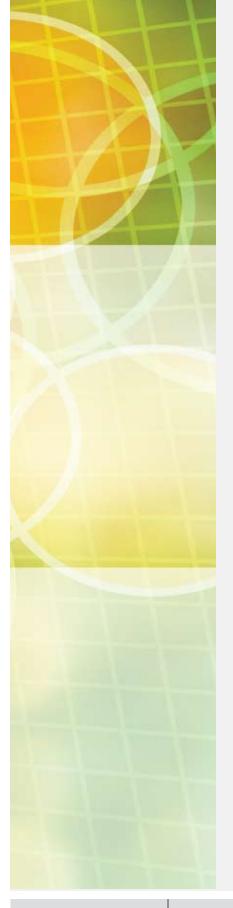
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Produced in partnership with the following associations:

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1.0 Introduction

The Mobile Measurement Ad Currency Definitions have been developed by the Mobile Marketing Association in close collaboration with the Media Rating Council (MRC). This document includes a set of definitions for the measurement of mobile media advertising currency. It is not, as presently drafted, intended to serve as a set of guidelines for mobile ad counting; it is expected that this document will serve as the basis for discussions of the development of such a set of guidelines. The definitions provided herein should be considered to apply to each of the referenced forms of mobile advertisements, regardless of the methods or applications used to deliver the mobile ad.

The MMA's Mobile Measurement Ad Currency Definitions are based on the Interactive Audience Measurement and Advertising Campaign Reporting and Audit Guidelines developed by the IAB in the US in September 2004.

2.0 Ad Currency Definitions

1. Ad Impression:

   An ad impression is the measure of the delivery of an advertisement from an ad delivery system in response to a user request. This request may be a result of an active or passive act on the part of the user of the medium; in other words, the user may explicitly call for the ad to be delivered, or the technology used by the user calls for the ad to be delivered from the ad delivery system based on other user actions.

   Other key concepts to the definition of a valid ad impression are:

   - The ad request is not the result of a robotic activity.
     - Filtration of robots and spiders should utilize multiple approaches that include specific identification approaches as well as activity-based filtration techniques.
   - Cache busting techniques should be in place to ensure that impressions are not undercounted due to the delivery of cached responses to user ad requests.
   - The measurement of ad impressions should occur as late in the ad delivery process as possible to ensure that the user has the greatest possible "opportunity to see" the ad.
     - Recognizing that different mobile providers may have different capabilities at present for implementing a client-side counting system, mobile measurers who employ server-side counting should fully disclose this, and should commit to move toward implementation of client-side counting under a clearly defined timeline.
   - General reporting parameters (dayparts, weekparts, time zones, etc.) may be recommended as standards to provide for consistency and comparability. These should be based on the logical application of information about the usage patterns of the medium.

   - In certain applications, such as Ajax and similar applications, changes to page content and the serving of advertisements are not always clearly linked. Therefore, other methods are needed to trigger the counting of ad impressions. The user activity requirements associated with Ajax or similar measurement applications in these definitions are patterned after the IAB's Rich Internet Application Guidelines. For further information on user activity requirements in Ajax applications, see Section 2 of the IAB's Rich Internet Application Guidelines at www.iab.net.
   - If the counting organization has the ability to determine whether the ad is in focus or out of focus to the user, this also should be considered in the counting process. In focus ads should be differentiated from out of focus ads for reporting purposes.
   - If the measurement organization provides information about the geographic location of the users, it should disclose any limitations to the methods used to determine the location of users. Ambiguities in carrier routing should be accounted for and estimated through processes derived from carrier/ad server cooperation.
   - Those advertisements that are delivered to mobile users without an accompanying request for the ad (such as with pushed content) should not be counted unless there is evidence that the user accessed these ads. This principle should also apply to idle screen ads, offline ads, and cached ads.
     - If it is not currently possible for the measurement organization to determine that a user has accessed these ads, this limitation should be prominently disclosed in the reporting of these counts.

2. Streaming Video Advertising:

   To maintain the concept of counting only when the user has the greatest "opportunity to see" the ad, the buffering that often occurs upon initial delivery of a video commercial must be accounted for. Specifically, a valid streaming video ad impression should only be counted after initiation of the stream to the user, post-buffering—in other words, only once the video ad begins to appear to the user.

   - While not all mobile media players may be able to identify the end of the buffering action at this time, all are encouraged to develop this function.
   - Special note should be made of the caching principles outlined in the ad impression guideline above, because of their particular importance to the accurate measurement of streaming video ads, as significant caching functions are often used to facilitate the delivery of streaming video to users.

3. Rich Media Ad Impression:

As with display ad impressions, the measurement of Rich Media ad impressions should occur as late in the process as possible. In addition to the limitations noted above in regard to the limited current implementation of client-side counting of display ad impressions, client-side counting of mobile Rich Media ads is further complicated by limitations on the number of redirects allowed by some carriers. Again, to the extent possible, measurers should attempt to count as close to the "opportunity to see" as possible, and should move toward implementation of client-side counting under a clearly defined timeline.

- Rich Media providers should tag ads so that they are counted only when they are played.
- Alternative ad creative should be made available for delivery to those users with disabled flash functionality.
  - While this alternative creative is counted as an ad impression, it should be segregated for reporting purposes from Rich Media ad impressions.

4. Click Measurement:

Ad impressions related to Click Measurement are those ads that include clickable content; that is, content on which the user may click to obtain additional content or to initiate a transaction. In the event that a click transaction may be initiated by user activity that is in proximity to the clickable ad, but not specifically on the ad, the specific parameters used (i.e., the measurement of the boundaries surrounding the ad that can result in a completed click) should be disclosed.

Definitions specific to click measurement include:

- "Click" (or "Click Through"), referring to a user initiated action on an advertisement or search result that results in transferring the user from a publisher site to an advertiser site.
- "In-Unit Clicks," which, similar to the above, involve a user initiated action on an advertisement but does not result in a transfer from the publisher site.

At present, there are differing methods used for the counting of clicks. Regardless of the method used, these methods should be fully disclosed to users. In addition, the development and use of unique click identifiers is encouraged. Also, processes should be established to filter and exclude invalid clicks from click measurement counts.

3.0 Who We Are

About the Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe (EUR), Latin America (LATAM), Middle East & Africa (MEA) and Asia Pacific (APAC) branches.

For more information, please visit www.mmaglobal.com

About the Media Rating Council (MRC)

The MRC is a non-profit Industry association established in 1964 composed of leading television, radio, print and Internet 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; 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 over 50 research products are audited by the MRC.

These definitions were collaboratively developed with the following companies:

ADObjects Inc.	iO global limited	The Coca-Cola Company
Amobee Media Systems	Isobar	Yahoo!
AOL LLC.	Media Rating Council	
DoubleClick	Microsoft (MSN and Windows Live)	

4.0 References

The following links provide additional sources of information and reference:

- Interactive Advertising Bureau Website (US)
  (http://www.iab.net/)

- MMA Code of Conduct
  (http://www.mmaglobal.com/codeofconduct.pdf)

- MMA Consumer Best Practices Guidelines
  (http://www.mmaglobal.com/bestpractices.pdf)

- MMA Mobile Advertising Guidelines
  (http://www.mmaglobal.com/mobileadvertising.pdf)

- MMA Introduction to Mobile Coupons
  (http://www.mmaglobal.com/mobilecoupons.pdf)

- MMA Introduction to Mobile Search
  (http://www.mmaglobal.com/mobilesearchintro.pdf)

- Mobile Marketing Association Website
  (http://www.mmaglobal.com)

- MMA Mobile Advertising Overview
  (http://www.mmaglobal.com/mobileadoverview.pdf)

- MMA Mobile Applications
  (http://www.mmaglobal.com/mobileapplications.pdf)

- MMA Mobile Marketing Sweepstakes & Promotions Guide
  (http://www.mmaglobal.com/mobilepromotions.pdf)

- MMA Mobile Search Use Cases
  (http://www.mmaglobal.com/mobilesearchusecases.pdf)

- MMA Short Code Primer
  (http://www.mmaglobal.com/shortcodeprimer.pdf)

- MMA Understanding Mobile Marketing: Technology & Reach
  (http://www.mmaglobal.com/uploads/MMAMobileMarketing102.pdf)

5.0 Contact Us

For more information, please contact:

Mobile Marketing Association
Email: mma@mmaglobal.com
www.mmaglobal.com

6.0 Glossary of Terms

The MMA maintains a nomenclature glossary of all terms for the mobile marketing industry. The glossary is available at: http://www.mmaglobal.com/glossary.pdf

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The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with over 700 members representing over forty countries. MMA members include agencies, brands, content providers, hand held device manufacturers, operators, technology enablers, market research firms, as well as any company focused on the potential of marketing via mobile devices.