

DIGITAL AD TRUST CERTIFICATION REFERENCE FRAMEWORK



Version 3.0

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Introduction

Digital Ad Trust certification covers six areas that have been selected by the joint trade organizations: Brand Safety by design, Viewability, Fraud, User Experience (UX), Advertising Clutter 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, UX and Advertising Clutter), a tool, referred to as the “monitoring” tool in this document, has been developed by the Third-Party Certifier.

Awarding the certification

Digital Ad Trust certification is awarded each year in twice-yearly 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 undergo compliance checks of criteria 1.2, 2.1, 2.2, 3.2, 3.3, 3.4. Random checks will also be carried out using the monitoring tool for Fraud, UX and Advertising Clutter. 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.

In no case does the Third-Party Certifier communicates the name of the websites that have not obtained the Digital Ad Trust certification.

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, advertising identification and loyalty 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.

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 an online 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 undertakes to provide the list of advertising formats marketed by its sales house or network and external partners.

The publisher must not exclusively rely on proprietary procedures for the areas of Brand Safety by design, 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 by the MRC for Viewability (for criteria 2.1 and 2.2).
- or referenced in Appendix for General Invalid Traffic (for criteria 3.2, 3.3 and 3.4) or Brand Safety by design (for criteria 1.1 and 1.2) in case a website cannot prove its SPEL or SMAD status, nor the implementation of a process of validation of contents broadcast by an editorial board and/or a managing editor, nor « Offre Légale » certification, nor the implementation of a process of validation of contents posted by the users, nor subscribing to the GARM principles.

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 referenced solutions on digitaladtrust.fr website (Cf. Appendix 2–List of third-party measurement companies accredited for the Digital Ad Trust certification on the date of the framework update). As for Viewability, the measurement company 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



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wave for its first certification or during the 6-month audit wave for a subsequent certification, according to a set timeline (Cf. Appendix 4 – Two 2021 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 take different 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, and for criteria requiring checks of representativeness of audited pages, 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.

Criteria audited for Digital Ad Trust certification: Display formats.

Area 1 – BRAND SAFETY BY DESIGN

Objective: Guarantee Brand Safety By Design

- Criterion 1.1: Provide the guarantee of the quality of the contents.

Prerequisite	<p>The publisher is responsible for its contents. Therefore, the website is committed to proving Brand Safety by design of its pages by complying with at least one of the criteria mentioned below (see Appendix 6):</p> <ul style="list-style-type: none"> - Have the SPEL (<i>Service de Presse en ligne</i>) status issued by CPPAP (<i>Commission Paritaire des Publications et Agences de Presse</i>). - Have the SMAD (<i>Service de Médias Audiovisuels à la Demande</i>) status whose obligations are controlled by CSA (<i>Conseil supérieur de l’audiovisuel</i>). - Prove the existence of a process of validation of the published content by an editorial board and/or a publication director. - Have the “Offre Légale” status issued by Hadopi for cultural content offers. - Prove the existence of a process of validation of user generated content before publication. - Adhere to the principles of GARM (WFA) <p>If the website cannot comply with any of the criteria listed above, it is committed to allowing a referenced third-party measurement company to independently check, using a tag, the Brand Safety of its pages that contain ads (see criteria 1.2).</p>
Audit	<p><u>Type:</u></p> <ul style="list-style-type: none"> - List of services of online press recognized by CPPAP in January 2021. - Signed Statement submitted to the Third-Party Certifier. - Sending of the description of the validation process of published contents by an editorial board and/or a publication director. - Sending of the description of the process of validation of user generated content before publication.
<p><u>Source:</u> Publisher / Sales house / Agency</p>	

- Criterion 1.2: Editorial content compliant with the requests of the advertiser in case the website cannot prove one of the criteria listed for criterion 1.1.

Commitment	Impressions blocked when they are served on pages that do not comply with the request of the advertiser do not exceed 2% of pages containing ads or served impressions. The audit will cover all formats.
Audit	<u>Type</u> : Conduct an audit on a random selection of 10 advertising campaigns carried out by the Third-Party Certifier, among a set of those measured by the sales house during the last 6 months preceding the certification request or during the certification process period, by using an independent third-party solution; and communicate the number of pages with ads and the number of non-brand safe pages to the Third-Party Certifier. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration. If the ratio between the number of pages with ads that are non-brand safe and the pages with ads exceeds 2%, the Third-Party Certifier may be supplied with a second complementary audit during the audit wave.
	<u>Source</u> : Publisher / Sales house / Agency

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 display placements.
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 either cover a period of at least 1 month, have been carried out for the last 6 months that precede the 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; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house during the 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration. The audit will cover all formats.
	<u>Source</u> : Publisher / Sales house / Agency.

- 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	<p><u>Type:</u></p> <ul style="list-style-type: none"> - Signed Statement submitted to the Third-Party Certifier with the list of actions taken by the publisher to reduce the number of non-viewable impressions (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.) and the evaluation of the results by the Third-Party Certifier. - 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 standards¹ 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 either cover a period of at least one month and account for at least 10% of the website's total served impressions over the period, with a ceiling of 100 million audited impressions; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house for the last 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration.
	<u>Source:</u> Publisher / Sales house / Agency

¹ 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/>



Objective: Combat fraud

- Criterion 3.1: Comply with the filtering of invalid traffic in accordance with the IAB list²

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 and Sophisticated Invalid Traffic

Prerequisite	The website is committed to allowing a third-party auditor to independently identify and filter general and sophisticated 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 for the last 6 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; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house for the last 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration.
	<u>Source</u> : Publisher / Sales house / Agency

² <https://iabtechlab.com/tools-utilities/iababc-international-spiders-and-bots-list/>

- Criterion 3.3: Fraud rate - GIVT

Commitment	Once it has passed the ad server filters, the rate of General Invalid Traffic (GIVT) is below the 2% ceiling.
Audit	<p><u>Type:</u></p> <ul style="list-style-type: none"> - Communicate the name of the ad server and the name(s) of the third-party solution(s) used to evaluate General Invalid Traffic. - Check of the GIVT rate 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 either cover a period of at least 1 month, have been carried out for the last 6 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; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house over the last 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration. <p>The audit will cover all 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. Additionally, a signed statement containing a list of all the actions taken by the publisher to identify and control fraud must be submitted to the Third-Party Certifier.</p>
	<u>Source:</u> Publisher / Sales house / Agency

- Criterion 3.4: Fraud control – GIVT + SIVT

Commitment	The cumulative Invalid Traffic rate (GIVT + SIVT) is less than 4% once it has passed the ad server filters.
Audit	<ul style="list-style-type: none"> - Communication of the names of the website ad server and the Third-Party solution used for the evaluation of Sophisticated Invalid Traffic. - Monitoring of the Sophisticated Invalid Traffic rate by the Third-Party Certifier on the database of the audit implemented with an independent Third-Party solution: communication to the Third-Party Certifier of the number of served and SIVT fraudulent impressions. The audit must either cover a period of at least 1 month, have been carried out for the last 6 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 total number of served impressions, with a ceiling of 100 million impressions audited per month; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house over the last 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration. <p>The audit will cover all formats. If the GIVT + SIVT fraud rate is above 4% but remains below 5%, the Third-Party will have some tolerance and consider that the fraud rate is not unacceptable for awarding the certification. The publisher will be given a period of 3 additional months to comply with criterion 3.4. A conclusive additional audit must be provided to the Third-Party Certifier. Should the GIVT + SIVT rate remain above 4% after this 3-month period, the certification will be suspended. Should the cumulative GIVT + SIVT rate be above 5% 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. Additionally, a signed statement containing a list of all the actions taken by the publisher to identify and control fraud must be submitted to the Third-Party Certifier.</p>
	<u>Source:</u> Publisher / Sales house / Agency

- Criterion 3.5:

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



Objective: Improve the user experience

- Criterion 4.1: Respect the principles of the *Coalition for Better Ads*³

Prerequisites	The website is committed to providing the list of advertising formats marketed by its sales house or external partners and networks.
Commitment	No formats prohibited by the <i>Coalition for Better Ads</i> must appear on the website.
Audit	<u>Type</u> : Identify ad formats prohibited by the <i>Coalition for Better Ads</i> by performing random checks of the website.
	<u>Source</u> : Monitoring implemented by the Third-Party Certifier

- Criterion 4.2: Comply with the ARPP rules in relation to intrusive advertising and ad identification.

Commitment	<p>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 <i>Coalition for better ads</i>:</p> <ul style="list-style-type: none"> - 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

³ <https://www.betterads.org/>

Area 5 – Advertising clutter

Objective: limit advertising clutter

- Criterion 5.1: Respect the principles of the compliance with advertising clutter “standards”.

Commitment	For Mobile ⁴ : 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. Please note that a specific weighting has been allocated to the following formats: 0.5 per native format; 1 for all formats in a section of recommended content. In other cases, 1 per advertising format identified during checks carried out by the Third-Party Certifier.
	<u>Source</u> : Monitoring implemented by the Third-Party Certifier

Area 6 – PROTECTION OF PERSONAL DATA

Purpose: Better inform internet users

- Criterion 6.1: 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

⁴ In the browser environment.

Criteria audited for Digital Ad Trust certification: Video formats.

Area 1 – BRAND SAFETY BY DESIGN

Objective: Guarantee Brand Safety by Design

- Criterion 1.1: Provide the guarantee of the quality of the contents.

Prerequisite	<p>The publisher is responsible for its contents. Therefore, the website is committed to proving Brand Safety by design of its pages by satisfying at least one of the following criteria:</p> <ul style="list-style-type: none"> - Have the SPEL status issued by the CPPAP. - Have the SMAD status whose obligations are controlled by the CSA (Conseil supérieur de l’audiovisuel). - Prove the existence of a process of validation of the published content by an editorial board and/or a publication director. - Have the “Offre Légale” status issued by Hadopi for cultural content offers. - Prove the existence of a process of validation of user generated contents before publication. - Adhere to the principles of GARM. <p>If the website cannot satisfy any of the criteria listed above, it is committed to allowing a certified⁵ third-party measurement company to independently check, using a tag, the Brand Safety of its pages that contain ads (see criterion 1.2).</p>
Audit	<p><u>Type:</u></p> <ul style="list-style-type: none"> - List of services of online press recognized by CPPAP in January 2021. - Signed Statement submitted to the Third-Party Certifier. - Sending of the description of the validation process of published contents by an editorial board and/or a publication director. - Sending of the description of the process of validation of user generated content before publication. <p><u>Source:</u> Publisher / Sales house / Agency</p>

- Criterion 1.2: Editorial content compliant with the requests of the advertisers in case the website cannot prove one of the criteria listed for criterion 1.1.

Commitment	Impressions blocked when they are served on pages that do not comply with the requests of the advertiser and do not exceed 2% of pages containing ads or served impressions. The audit will cover all formats.
Audit	<u>Type</u> : Conduct an audit on a random selection of 10 advertising campaigns carried out by the Third-Party Certifier, among a set of those measured by the sales house during the last 6 months preceding the certification request or during the certification process period, by using an independent third-party solution; and communicate the number of pages with ads and the number of non-brand safe pages to the Third-Party Certifier. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration. If the ratio between the number of pages with ads that are non-brand safe and the pages with ads exceeds 2%, the Third-Party Certifier may be supplied with a second complementary audit during the audit wave.
	<u>Source</u> : Publisher / house / Agency

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 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 either cover a period of at least 1 month, have been carried out during the 6 months that precede the 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; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house during the 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration. The audit will cover all formats.
	<u>Source</u> : Publisher / Sales house / Agency

⁵ 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.

- 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	<p><u>Type:</u></p> <ul style="list-style-type: none"> - Signed Statement submitted to the Third-Party Certifier with the list of actions taken by the publisher to reduce the number of non-viewable impressions (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.) and the evaluation of the results by the Third-Party Certifier. - Check by the Third-Party Certifier of the reduction in the rate of non-viewable impressions served (based on measured impressions) in accordance with current standards⁶ 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 either cover a period of at least one month and represent at least 10% of the website total served impressions over the period, with a ceiling of 100 million audited impressions; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house during the 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration.
	<u>Source:</u> Publisher / Sales house / Agency

⁶ 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/>



Objective: Combat fraud

- Criterion 3.1: Comply with the filtering of invalid traffic in accordance with the IAB list⁷

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 and Sophisticated Invalid Traffic

Prerequisite	The website is committed to allowing a third-party auditor to independently identify and filter both general and sophisticated 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 for the last 6 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; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house during the 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration.
	<u>Source</u> : Publisher / Sales house / Agency

⁷ <https://iabtechlab.com/tools-utilities/iababc-international-spiders-and-bots-list/>.

- Criterion 3.3: Fraud rate - GIVT

Commitment	Once it has passed the ad server filters, the rate of General Invalid Traffic (GIVT) is below the 2% ceiling.
Audit	<p><u>Type:</u></p> <ul style="list-style-type: none"> - Communicate the name of the website ad server and the name(s) of the third-party solution(s) used to evaluate General Invalid Traffic. - Check of the GIVT rate 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 either cover a period of at least 1 month, have been carried out for the last 6 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 total number of served impressions, with a ceiling of 100 million impressions audited per month; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house over the last 6 months preceding the certification request. If the website has less than 10 campaigns with a minimum of 5 campaigns, all of them will be taken into consideration. <p>The audit will cover all 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. Additionally, a signed statement containing a list of all the actions taken by the publisher to identify and control fraud must be submitted to the Third-Party Certifier.</p>
	<u>Source:</u> Publisher / Sales house / Agency

- Criterion 3.4: Fraud rate: GIVT + SIVT

Commitment	The cumulative Invalid Traffic rate (GIVT + SIVT) is less than 4% once it has passed the ad server filters.
Audit	<p><u>Type:</u></p> <ul style="list-style-type: none"> - Communication of the names of the website ad-server and the Third-Party solution used for the evaluation of Sophisticated Invalid Traffic. - Monitoring of the Sophisticated Invalid Traffic rate by the Third-Party Certifier on the database of the audit implemented with an independent Third-Party solution: communication to the Third-Party Certifier of the number of served and SIVT fraudulent impressions. The audit must either cover a period of at least 1 month, have been carried out for the last 6 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 total number of served impressions, with a ceiling of 100 million impressions audited per month; or be conducted on a random selection of 10 campaigns carried out by the Third-Party Certifier, among all of those measured by the sales house over the last 6 months preceding the certification request. If the website has less than 10 campaigns, all of them will be taken into consideration. <p>The audit will cover all formats. If the GIVT + SIVT fraud rate is above 4% but remains below 5%, the Third-Party will have some tolerance and consider that the fraud rate is not unacceptable for awarding the certification. The auditor will be given a period of 3 additional months to comply with criterion 3.4. A conclusive additional audit must be provided to the Third-Party Certifier. Should the GIVT + SIVT rate remain above 4% after this 3-month period, the certification will be suspended. Should the cumulative GIVT + SIVT rate be above 5% 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. Additionally, a signed statement containing a list of all the actions taken by the publisher to identify and control fraud must be submitted to the Third-Party Certifier.</p> <p><u>Source:</u> Publisher / Sales house / Agency</p>

- Criterion 3.5:

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



Objective: Improve the user experience

- Criterion 4.1: Respect the principles of the *Coalition for Better Ads*⁸

Commitment	The website is committed to providing the list of advertising formats marketed by its sales house or external partners and networks.
Audit	<u>Type</u> : Identify ad formats prohibited by the <i>Coalition for Better Ads</i> by performing random checks of the website.
	<u>Source</u> : Monitoring implemented by the Third-Party Certifier

- Criterion 4.2: Comply with the ARPP rules in relation to intrusive advertising and ad identification.

Commitment	<p>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 <i>Coalition for better ads</i>:</p> <ul style="list-style-type: none"> - 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

⁸ <https://www.betterads.org/>.

Area 5 – Advertising Clutter

Objective: Limit Advertising Clutter

- Criterion 5.1: 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	<u>Type</u> : Count the breakdown of editorial and ad content durations for videos that contain unavoidable ad content.
	<u>Source</u> : Monitoring implemented by the Third-Party Certifier

Commitment	For Mobile ⁹ : 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.
	<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	<u>Type</u> : Count the number of formats displayed on the active screen that are at least 50% of their size.
	<u>Source</u> : Monitoring implemented by the Third-Party Certifier

Area 6 – PROTECTION OF PERSONAL DATA

Purpose: Better inform internet users

- Criterion 6.1: 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

⁹ In the browser environment.

Appendices

Documents appended to the Reference Framework:

- Appendix 1 – Form and Templates of the elements to be provided to the Third-Party Certifier.
- Appendix 2 – List of referenced third-party vendors.
- Appendix 3 – List of ad formats prohibited by the Coalition for Better Ads
- Appendix 4 – Calendar of the two 2021 Digital Ad trust waves with deadlines for delivery of the submission to Third-Part Certifier and eligibility periods for audits
- Appendix 5 – ARPP Rules in relation to intrusive advertising and ad identification
- Appendix 6 – Definition of the different statuses present within the Brand Safety by Design criterion.

Appendix 1 – Form and Templates of the elements to provide the Third-Party Certifier with

During the Digital Ad Trust certification, each website is given a link to a form to be completed online by e-mail. This gives information about the invoicing elements (Sworn Statement) and necessary data for the checks of the criteria of the certification framework.

As for the audit data needed for checking criteria 2.1, 2.2, 3.2, 3.3, 3.4, the enclosed template gives a description of the information to provide to the Third-Party Certifier.

The audit data must be provided by advertising space, format, and device (Desktop/ Mobile Web/ Tablet Web). It should be noted that different indicators can be calculated over different periods. Should it be the case, please specify each audit period. You will find below the template to send for the check of each criterion.

Viewability

		Format	Device	Served impressions Third-Party measure	Measured impressions Third-Party measure	Viewable impressions
Details of advertising spaces	Space 1					
	Space 2					
	Space 3					
	Space 4					
	Space 5					
	...					

Fraud

		Format	Device	Served impressions Third-Party measure	Measured impressions Third-Party measure	General Invalid Traffic (GIVT) Impressions	Sophisticated Invalid Traffic (SIVT) Impressions
Details of advertising spaces	Space 1						
	Space 2						
	Space 3						
	Space 4						
	Space 5						
	...						

AD SERVER**

		Format	Device	Ad-server Served Impressions
Details of advertising spaces	Space 1			
	Space 2			
	Space 3			
	Space 4			
	Space 5			
	...			

***You must take into consideration all served impressions regardless of your methods of sale, e.g., direct, or programmatic. The covered period must be identical to that of the measured impressions for the website to be certified.*

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, 2.1, 2.2, 3.2, 3.3 and 3.4.

	Viewability			
	Desktop		Mobile browser	
	Display	Video	Display	Video
ADLOOX	accredited	accredited	accredited	accredited
Comscore (vCE)	accredited	accredited	accredited	accredited
DoubleVerify	accredited	accredited	accredited	accredited
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
Meetrics	accredited	accredited	accredited	accredited
MOAT - Oracle Grapeshot	accredited	accredited	accredited	accredited

	General and Sophisticated Invalid Traffic	
	Desktop	Mobile browser
ADLOOX	accredited	accredited
Comscore (vCE)	accredited	accredited
DoubleVerify	accredited	accredited
Google Active View		
in Ad Manager		
in Campaign Manager	accredited	accredited
in Display and Video 360 f/k/a DBM		
in Ads f/k/a AdWords	accredited	accredited
IAS	accredited	accredited
Meetrics	accredited	accredited
MOAT - Oracle Grapeshot	accredited	accredited
White Ops Fraud Sensor	accredited	accredited

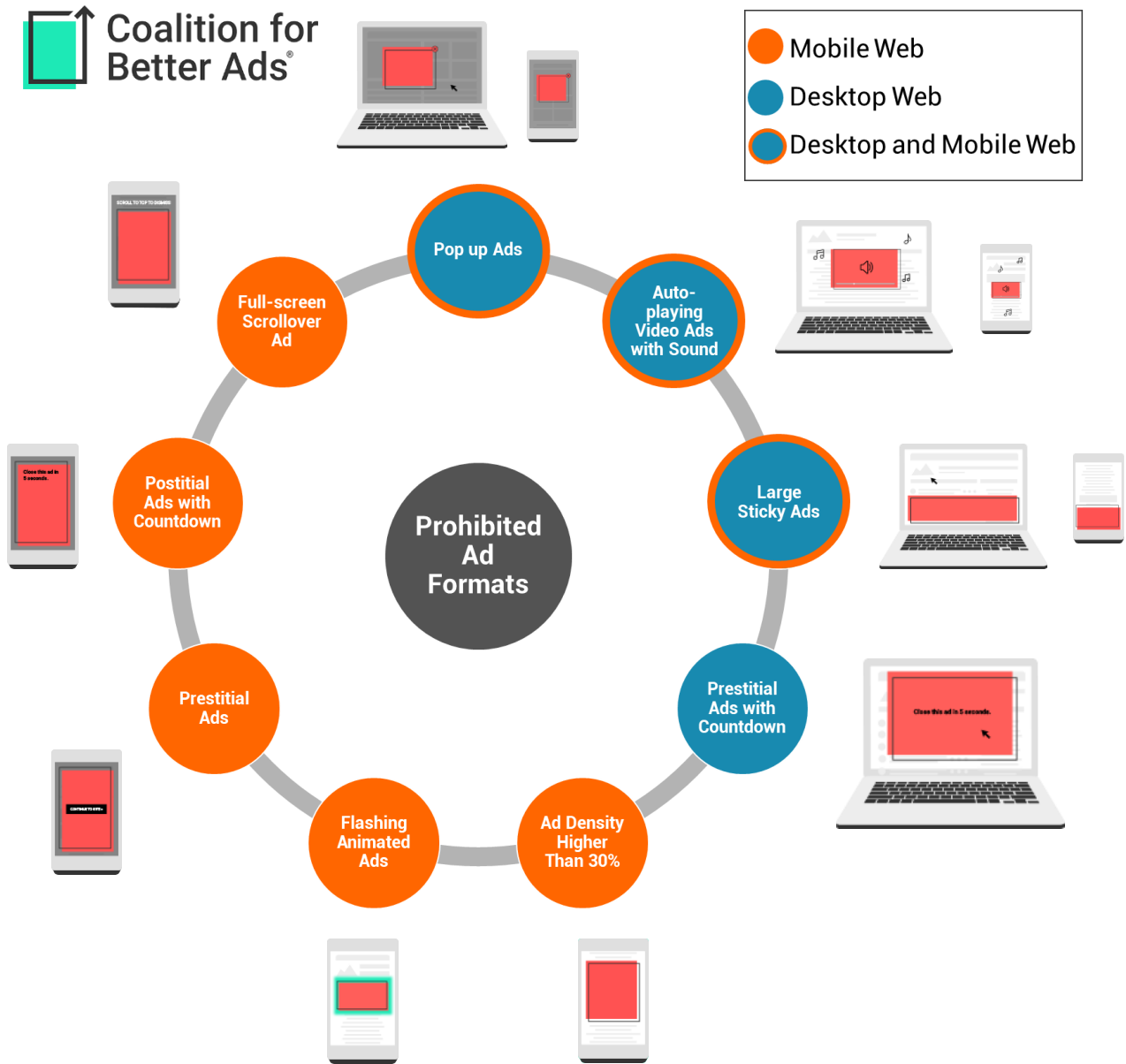
	Brand Safety			
	Desktop		Mobile web	
	Display	Video	Display	Video
ADLOOX	measured**	measured**	measured**	measured**
Comscore (vCE)	measured*	measured*	measured*	measured*
DoubleVerify	measured*	measured*	measured*	measured*
Google Active View				
in Ad Manager				
in Campaign Manager				
in Display and Video 360 f/k/a DBM				
in Ads f/k/a AdWords				
IAS	measured*	measured*	measured*	measured*
Meetrics	measured**	measured**	measured**	measured**
MOAT - Oracle Grapeshot	measured*	measured**	measured**	measured**

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

**Source: CESP ad verification grid: https://cesp.org/wp-content/uploads/2019/10/CESP_Brand_Safety_Grid-FR.pdf

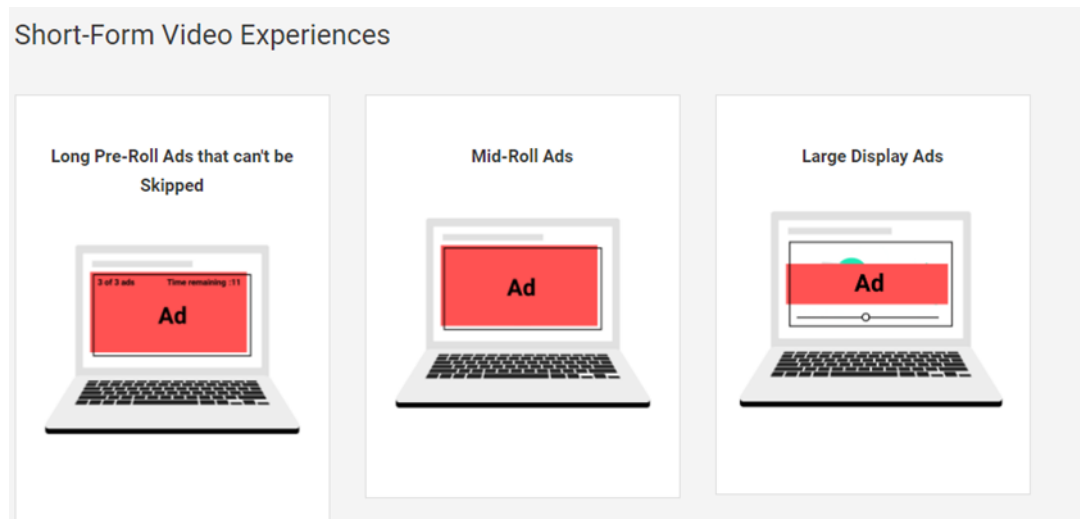
Note that the other criteria will be checked by the Third-Party Certifier through the monitoring tool.

Appendix 3 - List of prohibited ad formats by the Coalition for Better Ads



The Standards for North America and Europe were published in March 2017.

Additions made in January 2020:



- **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.
- **Auto-playing Video Ads with Sound:** auto-playing video ads play sound without any user interaction.
- **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.
- **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.
- **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.
- **Flashing Animated Ads:** Ads that animate and "flash" with rapidly changing background and colors are highly aggravating for consumers.
- **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.
- **Postitial Ads with Countdown:** Postitial ads with countdown timers appear after the user follows a link.
- **Full-screen Scrollover Ad:** Full-Screen Scrollover ads force a user to scroll through an ad that appears on top of content.
- **Long Pre-roll Ads That Can't Be Skipped:** A pre-roll ad is a video ad experience that plays before the video content. Pre-roll ad experiences that include one or more ads that have a combined view length that is over 31 seconds and that do not allow the

user to skip past them within the first 6 seconds are deemed intrusive to the experience by many consumers and lead directly to ad avoidance tactics.

- **Mid-roll Ads:** A mid-roll ad is a video ad experience that plays in the middle of a selected video, interrupting the content. Mid-rolls come in many varieties and durations, but all were deemed extremely annoying and interruptive by consumers.
- **Large display ads:** Large non-linear ad experiences are defined as static or animated ad messages and/or images that are superimposed over more than 20% of the video player OR that appear in the middle third of the video player. These experiences interfered with the ability of consumers to watch the selected video content. Static messages and images that were smaller than 20% of the video player and positioned outside of the middle third of the viewing window are far less intrusive on the user experience.

Appendix 4 – Calendar of the two 2021 Digital Ad trust waves with deadlines for delivery of data to Third-Part Certifier and eligibility periods for audits.

	Wave 14	Wave 15
Deadline to apply	April 13 th 2021	October 13 th 2021
Valid period for audits eligible for checks	Between early April and late September 2021	Between early October 2021 and late March 2022
Deadline for providing audit data to TP certifier	September 10 th 2021	March 10 th 2022

Link to Digital Ad Trust website:

<http://www.digitaladtrust.fr/candidater/>

Appendix 5 – 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/>

Appendix 6 – Definition of different statuses present in Brand and Safety by design criterion.

- **Online Press Service (SPEL):** « Online Press Service is understood as every online service of communication to the public edited on professional grounds by a physical or moral person having editorial control of its content, consisting in the production and provision of original content of public interest, regularly renewed, comprised of information linked with current affairs, subject to journalistic treatment and not being a tool of promotion or any industrial or commercial activity " Source: *Article 1er de la loi n° 86-897 du 1er août 1986 portant réforme du régime juridique de la presse*. Access to: Liste des services de presse en ligne reconnus par la CPPAP en janvier 2021.
- **On-demand Audiovisual Media Services (SMAD):** « On-demand Audiovisual Media Services are understood as every online service of communication to the public allowing the viewing of programs at a moment chosen by the user, on demand and from a catalogue of programs whose selection and organization are controlled by the editor of the service. This excludes services not related to any economic activity according to Article 256 A of *Code Général des Impôts*, those whose audiovisual content is secondary, those consisting of providing or broadcasting audiovisual content created by private users for sharing and exchange purposes within the community of interest, those consisting of ensuring, with the purpose of making publicly available through online services of communication to the public, the sole

storage of audiovisual signals provided by the recipients of those services, audiovisual content is selected and organized under the supervision of a Third-Party. An offer comprised of On-demand Audiovisual Media Services and others not falling under the category of audiovisual communication is only subject to the present law on the grounds of the first part of the offer. “– Source: Paragraph 6 of Article 2 of the Law of 30 September 1986 on Freedom of Communication.

The decree of 12 November 2010 on *SMAD* distinguishes 3 categories:

- 1) Catch-up Television Services: They make publicly available, on demand, TV programs that have already been broadcast before.
 - 2) On-demand video by subscription: Services that are only accessible by paid subscription.
 - 3) Other services including on-demand video with immediate payment: Transactional and free-of-charge on-demand services having other economic activities such as advertisement.
- **Legal Offer** (Hadopi): Certification awarded to offers of cultural content broadcast wishing to promote their legal character. This certificate is authenticated by a logo appended on websites making offers certified by Hadopi. The certificate can have one of the 2 logos below:



- The Global Alliance for Responsible Media (GARM): it was founded by WFA members and is made up of advertisers, agencies, media companies, platforms, and industry organisations. Members of the Global Alliance for Responsible Media recognize the role that advertisers can play in collectively pushing to improve the safety of online environments. Together, they are collaborating with publishers and platforms to do more to address harmful and misleading media environments; and to develop and deliver against a concrete set of actions, processes, and protocols for protecting brands.