

IAB EUROPE CONNECTED TV (CTV) MEASUREMENT FRAMEWORK AND TRANSPARENCY PRINCIPLES

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INTRODUCTION AND CONTEXT

CTV is gaining traction among media buyers. There are several reasons for that, including access to quality video environments in the digital space, benefiting from the advantages of the TV set on co-viewing and brand KPIs, and complementing a linear TV activation, among others. However, transparency and quality assurance in outcomes measurement remain major hurdles. Only 30% of advertisers and publishers have full visibility into ad placements, and less than half use quality verification*. Additionally, 27% lack consistent insight into brand suitability, underscoring the need for stronger safeguards and standards.

This document presents a Framework of metrics and standard definitions for Connected TV (CTV) campaigns. Developed in collaboration with buy-side and sell-side stakeholders and shaped through industry workshops and a public comment period, the Framework reflects input from leading companies including Amazon Ads, EGTA, Freewheel, IAB UK, MFE, ProSiebenSat1, Pubitalia, RMB Belgium, RTÉ, and Samsung Ads. It introduces a unified set of metrics and definitions designed to drive consistency, comparability, and accountability across CTV, alongside a set of Transparency Principles that set out baseline expectations for how those metrics should be disclosed and reported.

THE FOCUS OF THE STANDARDS

These standards apply specifically to campaigns delivered across Digital Video as outlined in IAB Europe's Digital Video Definitions Framework. Digital video encompasses video content across screens, enhanced by the precision, accountability, and flexibility of digital technology, and includes broadcasters, streamers, and digital-first platforms, reflecting the full breadth of today's video consumption experience and how audiences choose to engage with it. Within this ecosystem, CTV refers to a large TV screen that is capable of receiving a linear TV signal and is also connected to the internet.

In practice, "CTV" is often used as a proxy for the wider digital video ecosystem, even though it technically refers to one delivery environment within it. This Framework uses CTV in that broader, commonly understood sense, while anchoring its definitions to the taxonomy set out in IAB Europe's Digital Video Definitions Framework.

WHAT METRICS ARE COVERED?

The following Framework sets out the metrics covered in these standards and how they relate to one another. Rather than grouping metrics into fixed categories, the Framework describes their dependency structure: how each metric builds on, or depends on, other metrics, with a clean, valid ad impression as the foundation for reliable measurement.

FOUNDATIONAL DELIVERY METRICS

These metrics establish that an impression is clean: that it was delivered to a real user, on a valid and powered-on device, free of invalid traffic, and rendered in a viewable manner. They are prerequisites for every metric that follows, and are the first place buyers and sellers should look when investigating a measurement discrepancy.

- **Ad Impression** – the base delivery event that all other metrics build on
- **GIVT Filtration and SIVT Filtration** – remove invalid traffic from the impression count before it is used in any downstream calculation
- **TV Off Detection** – confirms the device was genuinely powered on when the impression was logged
- **Viewability** – confirms the impression met minimum on-screen and duration thresholds

EXPOSURE AND AUDIENCE METRICS

These metrics depend on a clean impression and describe how, and to whom, that impression was delivered.

- **View Through Rate and Video Completion Rate** – require a valid, viewable impression as their denominator
- **Device ID** – underpins deduplication, reach and frequency calculation, and cross-device attribution
- **Reach** – requires deduplicated, clean impressions and, for device- or person-level counting, depends on Device ID or identity resolution
- **Content Level Information** – contextualises where the clean impression occurred

PERFORMANCE AND OUTCOME METRICS

These metrics depend on one or more of the metrics above and measure the downstream effect of the campaign.

- **Conversions, ROAS, and Incrementality** – depend on clean, attributable impressions (or clicks) and, where relevant, on Reach and Device ID for cross-device attribution
- **Brand Uplift and Ad Recall** – depend on clean, viewable impressions reaching valid, unbiased survey samples
- **Attention** – depends on a clean, viewable impression delivered to a real user on a powered-on device

This dependency structure means that any weakness in a foundational metric – such as unfiltered invalid traffic or a non-viewable impression – will propagate into every downstream metric that relies on it. Buyers and sellers should therefore prioritise the accuracy of the clean impression above all else, since it is the base on which the reliability of every other metric in this Framework depends.

FOUNDATIONAL DELIVERY METRICS
PREREQUISITE FOR EVERYTHING BELOW

AD IMPRESSION

GIVT / SIVT FILTRATION

TV OFF DETECTION

VIEWABILITY

▼ BUILDS ON

EXPOSURE & AUDIENCE METRICS
WHO WAS REACHED, AND HOW

VTR & VIDEO COMPLETION RATE

DEVICE ID

REACH

CONTENT-LEVEL INFORMATION

▼ BUILDS ON

PERFORMANCE & OUTCOME METRICS
DOWNSTREAM CAMPAIGN EFFECTS

CONVERSIONS & ROAS

BRAND UPLIFT & RECALL

ATTENTION

■ FOUNDATIONAL ■ EXPOSURE & AUDIENCE ■ PERFORMANCE & OUTCOME

AD IMPRESSION

The IAB/MRC definition of an ad impression refers to an ad that has been successfully delivered to a user's device and has begun to render. This metric, however, does not necessarily mean that the ad was visible or seen by the user.

GIVT FILTRATION

Quality control, analysis, and filtration are paramount in identifying and addressing invalid activity across media types. GIVT filtration, in accordance with MRC/IAB guidelines, should be adopted. It is important to note that user agent data is a core component of IVT detection, environment validation, and impression qualification. The MRC guidelines require:

- Identification of the execution environment
- Detection of non-human or suspicious traffic
- Verification that the impression occurred on a valid device/app/browser

SIVT FILTRATION

The detection and removal of hard-to-identify, non-human, or manipulated traffic using advanced, non-routine methods as defined by the Media Rating Council (MRC). SIVT filtration encompasses invalid traffic that cannot be detected through simple, rules-based methods and instead requires advanced analytics, behavioural analysis, technical investigation, or cross-signal correlation.

TV OFF DETECTION*

CTV ad impressions that occur when the television set is powered off, even if the streaming device or app continues to send ad-related signals, should be filtered out of any reporting. The [Open Measurement \(OM\) SDK](#) from IAB Tech Lab includes a signal that indicates when the TV display is off, but the app is still running (e.g., screensaver, standby, HDMI-CEC behaviour).

*TV-off detection is particularly important for OTT services, where the app may continue to run independently of the TV's power state. In most CTV app-based environments, however, the app cannot continue running when the TV is switched off, meaning the risk of TV-off impressions is significantly lower. As a result, robust TV-off detection is essential for OTT inventory, while CTV app environments are generally less exposed to this issue.

VIEWABILITY

The Media Rating Council (MRC) defines a Viewable Video Ad Impression as a video ad for which 50% of the ad's pixels are on-screen/in-focus for a minimum of 2 continuous seconds.

VIEW THROUGH RATE

The percentage of valid ad impressions that are fully viewed. “Fully viewed” means the content was played through to the end, which is a distinct concept from viewability: a viewable impression is one that meets the industry standard of 50% of the ad’s pixels on-screen for a minimum of 2 continuous seconds (as set out under Viewability above). An impression can be fully viewed without ever meeting the viewable impression threshold, and can meet the viewable impression threshold without playing to completion.

VIDEO COMPLETION RATE

The Media Rating Council (MRC) defines Video Completion Rate (VCR) as the percentage of valid video ad impressions that play through to their completion. Completion does not imply viewability.

DEVICE ID

A Device ID is a persistent, unique alphanumeric identifier assigned by a connected TV (CTV) device’s operating system—such as a smart TV, streaming stick, or gaming console. It signals whether a CTV environment can support essential measurement functions like deduplication, reach and frequency calculation, and attribution. Because the identifier remains stable over time and does not directly identify a person, it enables advertisers to recognise a specific device, target ads, and measure performance across streaming services in a privacy-compliant way, similar to mobile identifiers like IDFA or GAID.

REACH

The total number of unique households, devices, or individuals exposed to an ad at least once across all channels and platforms. The Framework distinguishes between three levels of reach: household-level reach (unique households exposed, typically derived from set-top box, smart TV, or ISP data), device-level reach (unique devices exposed, typically based on Device ID), and person-level reach (unique individuals exposed, counting each person only once no matter how many times or on how many devices they’ve seen the ad).

Publishers and measurement vendors are encouraged to report both device/household-level and person-level reach where possible, so that buyers can assess the underlying deduplication assumptions. Any person-level reach figure should be clearly labelled as either observed (e.g., derived from panel data or authenticated, logged-in user data) or modelled (e.g., derived through probabilistic identity resolution or statistical calibration). Transparency into how the reach was calculated should be provided, including whether a co-viewing filter has been applied and, where applied, the co-viewing index used should be clearly disclosed.

CONTENT LEVEL INFORMATION

Content-level information refers to granular metadata describing the specific programming in which an ad appears—such as genre, rating, series, episode, or title—beyond publisher- or app-level identifiers. This level of detail is important to support certain brand-safety, suitability, and transparency use cases. Depending on the campaign’s measurement framework and stated objectives, audience-based or outcome-based parameters may be more relevant than the precise content taxonomy associated with each impression.

PERFORMANCE AND OUTCOME METRICS

CONVERSIONS

A conversion is any post-ad action that can be linked, deterministically or probabilistically, to a viewable ad (as per the definition in this Framework). Common examples include but are not limited to:

- Website visits (site visit, product page view)
- E-commerce actions (add-to-cart, purchase)
- App installs or in-app events
- Form fills or sign-ups
- Foot-traffic visits to a store or location
- Cross-device actions (e.g., mobile search after a CTV ad)

RETURN ON AD SPEND (ROAS)

Outcomes that can be attributed to a click (to a PDP or an Add to Cart) or viewable ad (as per the definition in this Framework), associated with specific SKUs, product or service identifiers included within the creative or directly determined by the brand partner. The default lookback window should be declared. Brands should also be provided with flexible windows that fit their product needs.

INCREMENTALITY

(TAKEN FROM [IAB EUROPE’S INCREMENTALITY FOR COMMERCE MEDIA GUIDELINES](#))

Incrementality measures the causal impact of marketing by identifying the additional business outcomes directly driven by a campaign or tactic, compared to what would have occurred in the absence of marketing activity.

These business outcomes for marketers might include:

- Short-term outcomes: incremental unit volume, revenue, and sales
- Long-term outcomes: incremental profit, customer lifetime value (CLTV), and market share

BRAND UPLIFT

Brand uplift in CTV is the incremental improvement in brand perception or intent directly attributable to exposure to a CTV ad campaign, typically measured through a controlled comparison between exposed and unexposed audiences. A range of methodologies can be used to construct this comparison, including approaches consistent with those applied in linear TV brand lift measurement, and the methodology used should be disclosed.

Brand lift studies should be designed and conducted in line with ESOMAR's guidelines on research quality and ethics. Beyond the choice of exposed vs. unexposed comparison, the following minimum standards apply to study design:

- **Control group construction:** the unexposed (control) group should be constructed using a methodology designed to minimise systematic differences between exposed and unexposed audiences (for example, matched or randomised control groups, ghost ads, or PSA-based holdouts); the methodology used should be disclosed.
- **Selection bias:** measurement providers should identify and disclose any known sources of selection bias (for example, differences between ad-supported and ad-free tier viewers, differential opt-in rates, or survey non-response bias) and the steps taken to mitigate them.
- **Minimum sample size:** studies should be sized to reliably detect the expected effect at a defined confidence level (e.g., 90% or 95%) and statistical power (e.g., 80%). As an illustrative minimum, results should not be reported below 100 completed responses in each of the exposed and control cells, and the margin of error should be disclosed alongside topline results; this threshold may need to be adjusted upward depending on expected effect size and market context.

AD RECALL

Ad recall in CTV is the measured percentage of viewers who remember seeing a CTV ad after exposure. It can be determined through a range of methodologies, including control-exposed survey methodology as well as approaches consistent with those applied to ad recall measurement on linear TV. The methodology used, and any differences from linear TV measurement approaches, should be disclosed.

ATTENTION

Attention is an audience-based measure that reflects the degree to which a real, verified user is cognitively or emotionally focused on an advertisement. In alignment with MRC principles, attention metrics require foundational confirmation that an ad was viewable, free of invalid traffic, delivered to an actual user and to a device which is turned on. However, assessing attention does not require identifying the individual viewer or assigning demographic or behavioural attributes.

TRANSPARENCY PRINCIPLES

Trust in CTV measurement depends on clarity about how metrics are defined, what they can and cannot capture, and how that information is shared across the ecosystem. The following principles set out the baseline expectations for transparency that buyers and sellers should apply when measuring and reporting on CTV campaigns.

1. UNIFIED AND STANDARDS-ALIGNED DEFINITIONS

All measurements should be grounded in clear, consistent definitions aligned with established industry standards such as the MRC. This includes impressions, viewability, invalid traffic (IVT) detection, and any other foundational metric.

2. FULL DISCLOSURE OF MEASUREMENT LIMITATIONS

Measurement providers must clearly communicate any methodological constraints, blind spots, or known limitations within their reporting. Transparency about what cannot be measured is as important as what can.

3. SUPPORT FOR CLIENT-INITIATED DATA COLLECTION

Advertisers and agencies should be able to deploy client-initiated measurement and data collection mechanisms of their choosing, to support independent validation and flexibility in analytics. This Framework does not prescribe or endorse specific technical methods for client-initiated data collection; publishers and platforms should provide the access needed for advertisers and agencies to implement compliant measurement solutions. Any such data collection must fully comply with all applicable data protection, privacy, and other relevant regulatory requirements in the markets where it is deployed, and responsibility for that compliance rests with the party initiating the data collection. External verification strengthens trust, ensures methodological rigor, and supports consistent cross-publisher comparability.

4. VISIBILITY INTO DEVICE POWER STATE (TV ON/OFF MODE)

Measurement systems should disclose whether a device or TV is in an active “on” state or a passive/standby mode, enabling more accurate interpretation of exposure and reducing the risk of inflated impressions.

5. GRANULAR, ACTIONABLE REPORTING

Reporting should provide meaningful detail across key dimensions such as device type, content, genre, and other relevant contextual signals. Granularity is essential for optimisation, verification, and cross-platform comparability.



Marie-Clare Puffett

Senior Director, Industry Development & Marketing

puffett@iabeurope.eu

iab europe
Rond-Point Robert
Schumanplein 11
1040 Brussels
Belgium

 @iabeurope

 /iab-europe

iabeurope.eu



iab europe