IAB Europe Connected TV (CTV) Measurement Framework and Transparency Principles

Introduction and Context

CTV is gaining traction among media buyers. While it offers scalable access to premium programming and extends linear TV reach, 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.

The following document outlines a Framework of metrics and standard definitions for Connected TV campaigns. The Framework and definitions were developed following two sell-side workshops and consultation with buy-side stakeholders.

IAB Europe is inviting all stakeholders, including advertisers, agencies, publishers, ad tech companies, and measurement providers, to review the Framework and share feedback. The public comment period is open until 12th June, and submissions and questions can be sent to Marie-Clare Puffett - puffett [@] iabeurope.eu

The Focus of the Standards

These standards apply to campaigns delivered across digital video properties. The digital video ecosystem encompasses video content across screens, enhanced by the precision, accountability, and flexibility of digital technology. It 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. [2]

The Standards cover the following areas:

- Media metrics
- Performance and outcome metrics

What Metrics are Covered?

The following Framework provides an overview of the metrics covered in these standards and whether they are categorised as media or performance and outcome metrics.

MEDIA METRICS	**PERFORMANCE AND OUTCOME METRICS**
Ad Impression	Conversions (e.g. purchases, sign-ups, app installs)
GIVT Filtration	Incremental Reach
SIVT Filtration	ROAS
Viewability	Incrementality
Reach	Brand Uplift
TV Off Detection	Ad Recall

View Through Rate	
Video Completion Rate	Attention
Content Level Information	
Device ID	

Media Metrics

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 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.

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 browser tab in the viewable space of the browser page for a minimum of 2 continuous seconds.

Reach

The total number of unique individuals exposed to an ad at least once across all channels and platforms. Reach focuses purely on unique individuals—counting each person only once, no matter how many times or on how many devices they've seen the ad. Transparency into how the reach was calculated should be provided, including whether a co-viewing filter has been included.

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.*

View Through Rate
The percentage of valid ad impressions that are fully viewed.

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.

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.

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.

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:

- 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, measured through controlled comparison between exposed and unexposed audiences.

Ad Recall
Ad recall in CTV is the measured percentage of viewers who remember seeing a CTV ad after exposure, typically determined through control-exposed survey methodology.

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

1. Unified and Standards-Aligned Definitions
All measurement 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 empowered to deploy their own measurement tags, SDKs, or data collection mechanisms, ensuring independent validation and flexibility in analytics. 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.