

## **CCI's Ad Serving Platform BEYOND X is World's First to be Certified Viewability Measurement Function of Measurement Compliance Program by the IAB Tech Lab**

Cyber Communications Inc. (Head Office: Chuo-ku, Tokyo; Representative Director and President: Akio Niizawa; abbreviated below as CCI) has acquired certification, for the first time in the world, of a viewability measurement function under the IAB Technology Laboratory Measurement Compliance Program. This program provides auditing of measurement method conformity with industry standards for digital advertising firms, and is offered by the IAB Technology Laboratory (Headquarters: New York state, U.S.; Senior Vice President and General Manager: Dennis Buchheim; abbreviated below as IAB Tech Lab).

The IAB Tech Lab Measurement Compliance Program audits compliance with various IAB guidelines of impression measurement, click measurement, and viewable impression measurement for ads such as mobile web and desktop ads, mobile application ads, digital video ads, and rich media ads. This service is offered to firms headquartered outside the U.S., primarily the 46 countries and regions where IAB has a business presence. Certification through the program helps support compliance with rapidly-expanding digital marketing indicators at the global level.

Recently, the ad serving platform BEYOND X offered by CCI was the world's first to be certified by IAB Tech Lab in terms of viewable impression measurement for the desktop and mobile web. This follows on the platform's world-first certification (\*1) by IAB Tech Lab for impression and click measurement in January of this year.

Due to acquisition of this certification, BEYOND X can provide safe and secure products to advertisers, media companies, and viewers browsing sites, by making use of CCI's own measurement function compliant with the world-standard viewable ad impression measurement guidelines (\*2) established by IAB. This is in addition to the existing viewable CPM based products that have been offered through collaboration with measurement partners.

As certification standards of the IAB Tech Lab Measurement Compliance Program change with the market situation and progress in measurement technology, BEYOND X has been continuing to acquire certifications for already certified impressions and clicks by constantly updating its measurement functions.

Solutions are needed for issues such as ad fraud, brand safety, and viewability, and against this backdrop, CCI will comply promptly with measurement standards as they continue to evolve and improve on a global scale in the future. CCI will also work to achieve healthier development of the digital ad market by offering high-value ad products to the market, leveraging the experience acquired in the process up to being certified.

### **About IAB Technology Laboratory**

The IAB Technology Laboratory (Tech Lab) is a non-profit research and development consortium that produces and provides standards, software, and services to drive growth of an effective and sustainable global digital media ecosystem. Comprised of digital publishers and ad technology firms, as well as marketers, agencies, and other companies with interests in the interactive marketing arena, IAB Tech Lab aims to enable brand and media growth via a transparent, safe, effective supply chain, simpler and more consistent measurement, and better advertising experiences for consumers, with a focus on mobile and TV/digital video channel enablement. The IAB Tech Lab portfolio includes the DigiTrust real-time standardized identity service designed to improve the digital experience for consumers, publishers, advertisers, and third-party platforms. Board members include AppNexus, ExtremeReach, Google, GroupM, Hearst Digital Media, Integral Ad Science, Index Exchange, LinkedIn, MediaMath, Microsoft, Moat, Pandora, PubMatic, Quantcast, Telaria, The Trade Desk, and Yahoo! Japan. Established in 2014, the IAB Tech Lab is headquartered in New York City with an office in San Francisco and representation in Seattle and London. Learn more about IAB Tech Lab here: <https://www.iabtechlab.com/>

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To learn more about the IAB Tech Lab Measurement Compliance program, please go to: <https://iabtechlab.com/measurement-compliance>

### **About CCI**

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market. CCI also has wide experience in partnering with international leading publishers and

advertising platforms to support their execution of business for the Japanese market.

(\*1) CCI Press Release in January 2018:

<http://www.en.cci.co.jp/iabtechLab.pdf>

(\*2) the IAB Viewable Ad Impression Measurement Guidelines:

<https://www.iab.com/wp-content/uploads/2015/06/MRC-Viewable-Ad-Impression-Measurement-Guideline.pdf>

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