IAB Europe Ad Marker Implementation Guidelines For Mobile

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Executive Summary

This document covers the use of the Ad Marker in Europe for companies to provide enhanced transparency and control over Online Behavioural Advertising (OBA) to users of mobile devices in support of the European Self-Regulatory Principles for OBA. This document is complementary[1] to the Technical Specifications for implementing the IAB Europe OBA Framework and EASA BPR. Its purpose is to set out guidelines for the implementation of the Application of Self-Regulatory Principles in the Mobile Environment.

Advertising on mobile devices is inherently different to advertising in the more traditional desktop environment. The differences include navigation using touch and gestures, smaller screen size, and variability in Internet connectivity. Signatories of the European Self-Regulatory Principles for OBA therefore need to follow specific requirements when applying these principles in a mobile environment. These Guidelines have been developed to support companies to give mobile device users access to the same insight into and control over mobile advertising as they already enjoy in desktop environments.

Scope

The Ad Marker Implementation Guidelines for Mobile (the "Guidelines") cover the provision of notice and choice for ad campaigns in mobile app and mobile Web environments, which are addressed in the IAB Europe's policy guidance document (Application of the IAB Europe Framework for Online Behavioural Advertising in the Mobile Environment) and the IAB Europe OBA Framework. The Guidelines should be read in conjunction with the existing Technical Specifications for implementing the IAB Europe OBA framework and EASA BPR in Europe which define the Ad Marker. The Ad Marker remains the visual representation presented to users to learn more about the ads they receive. Consistent and proper use of the Ad Marker reinforces the application of consumer-friendly standards for Online Behavioural Advertising (OBA) across the mobile ecosystem.

The Guidelines propose initial specifications for the mobile environment. Additional versions may be issued as the European Digital Advertising Alliance (EDAA) receives implementation feedback.

Resources:

- **Application of the IAB Europe Framework for Online Behavioural Advertising in the Mobile Environment**
- **Technical Specifications for implementing the IAB Europe OBA framework and EASA BPR in Europe**

When to Use these Guidelines

The Guidelines address use cases in which consumers interact with a screen without using a cursor, as is currently the case for most mobile devices such as smartphones and tablets[2]. Other non-cursor interactions may also include actions like shaking, tilting, or physically moving from one location to another. The guidelines apply to both in-app and mobile browser environments for mobile devices.

If the content is being viewed on a desktop or laptop device and a cursor is used to interact with this content, then companies should continue to follow the Technical Specifications for implementing the IAB Europe OBA framework and EASA BPR in Europe.

[1] The Technical Specifications for implementing the IAB Europe OBA Framework and EASA BPR applies unless specified otherwise in this document.

[2] Regardless of the above, for the moment, the guidelines do not apply to the wearables environment, such as smart watches or similar devices.

In-Ad Implementation

In-ad implementation of the Ad Marker is similar for both mobile app and Web use cases. The main difference lies in how the in-ad Ad Marker is delivered in a mobile app versus a mobile web environment.

Size

The Ad Marker consists of the Icon and the accompanying Ad Marker Text. Ad Marker Text is defined in the Technical Specifications for implementing the IAB Europe OBA framework and EASA BPR in Europe, and the full list of approved texts per language can be found in Appendix A of that document. Reasonable efforts should be taken to ensure that the language of the Ad Marker reflects the User Language as per Appendix B of that document.

However, because of the smaller screen size and smaller ad creative sizes, mobile implementation of the Ad Marker may initially be accomplished through the presentation of the Icon only.



Figure 1: the Icon

To ensure legibility, the Icon should be at least 12 pixels by 12 pixels (12x12).

Touchpad Area

The Ad Marker should include an invisible touch pad area that must be between 20x20 and 40x40 pixels. Mobile environments require enough area to allow the user to easily interact with the Ad Marker. The added space also enables expansion of the Ad Marker space without compromising ad space for the Advertiser.



Figure 2: Touchpad area

In-Ad Placement

For in-ad notice, the Ad Marker is placed inside the ad in any of the four corners of the ad at the discretion of the party serving the notice.

The best practice is to check the ad creative for any colliding icons, especially in the top right corner. The IAB MRAID and Video Ad Format Guidelines have designated the upper right corner to include a persistent close button. Users are accustomed to tapping on the upper right corner as a way to close an advertisement, video, or window. In order to avoid possible user confusion, displaying the Ad Marker in a different corner from the close event is recommended. The overlap touchpad area is also a factor in choosing a corner to place the Ad Marker. The close button should not conflict with the touchpad area for the Ad Marker.

When the the Icon is used in conjunction with the Ad Marker Text, the recommendation is to place the Icon in the immediate corner of the ad with the Ad Marker Text adjacent to the Icon. For example, when the the Icon is placed in the upper left corner, any Ad Marker Text (e.g., AdChoices) would be placed to the right of the Icon. Conversely, when the the Icon is placed in the upper right corner, the Approved Text will be placed to the left of the Icon.

The following example illustrates in-ad placement of the the Icon.

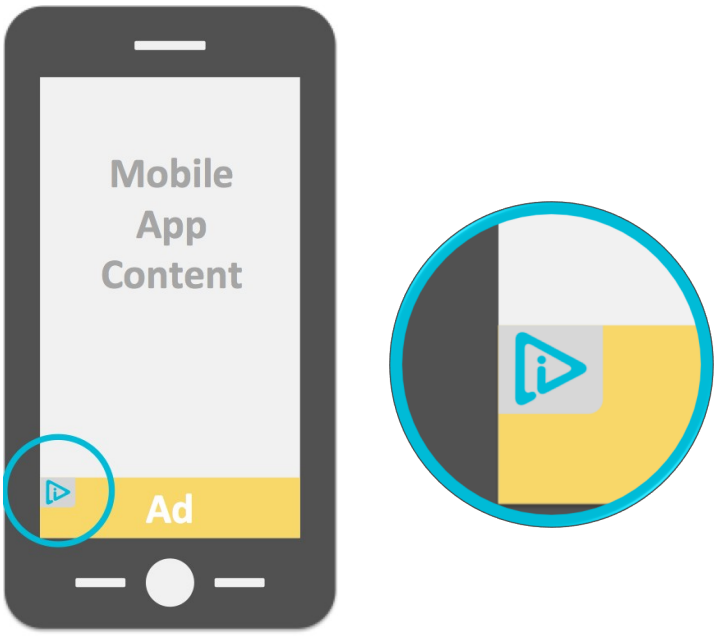


Figure 3: the Icon/Ad Marker Placement in upper left hand corner of ad creative

In-Ad User Experience

Upon tapping the Ad Marker, users may have any one of the following experiences:

1. Link directly to the Third Party notice containing a User Choice mechanism or to instructions for device-specific controls
2. Open an in-ad interstitial
3. Expand to display the additional Ad Marker Text as part of the Ad Marker
4. Expand the ad with the interstitial (for rich media implementations)

This section covers these four different user experiences:

1. Link to notice containing User Choice mechanism or to instructions for device specific controls

Tapping the Ad Marker takes the user directly to the notice provided by the Third Party that contains a User Choice mechanism where users can exercise their interest-based advertising choice or to instructions for how to access their device specific advertising preferences. The User Choice mechanism may include information regarding OBA and what it means to exercise a choice. The following example illustrates the user experience when the in-ad the Icon is tapped.

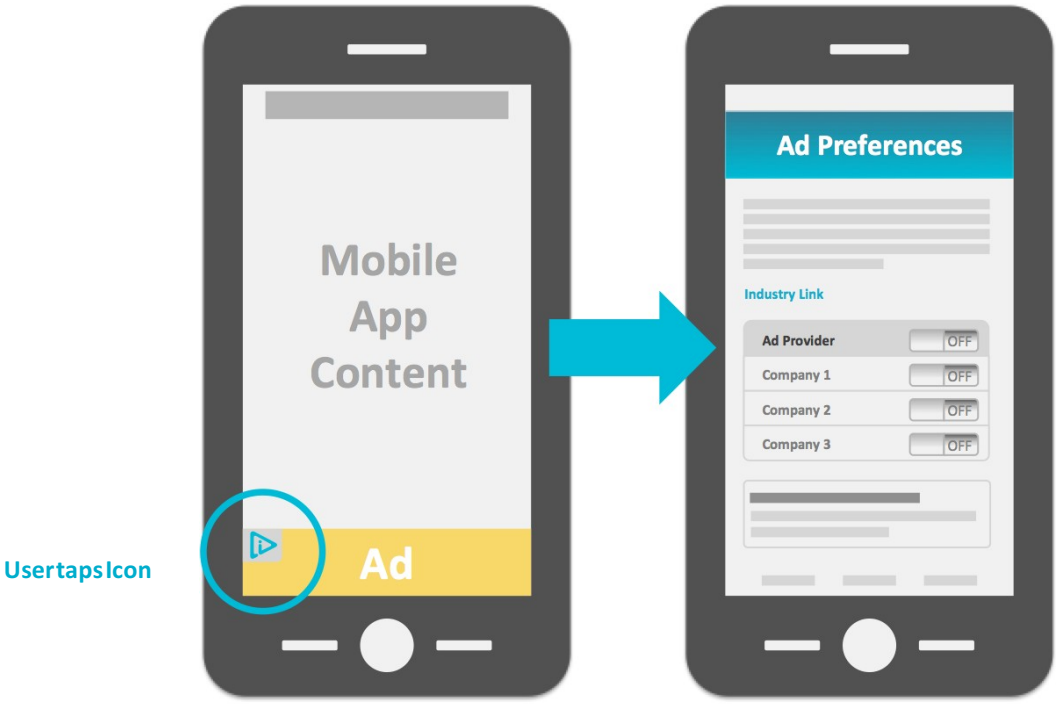


Figure 4: Example of the Icon/Ad Marker linking directly to notice containing User Choice mechanism

2. Open in-ad interstitial

When the user taps the the Icon, an interstitial opens up. The interstitial can be any size but should not be bigger than the ad itself. The in-ad interstitial Ad Marker consists of the following elements:

a) A link or button with the Ad Marker Text that links to a User Choice mechanism. Display of the the Icon immediately adjacent to the approved text is recommended.

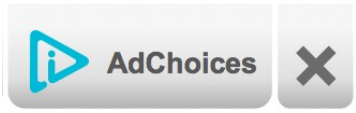


Figure 5: Example of interstitial

b) Optionally, the interstitial may also contain any of the following elements:
- Link to the Third Party's privacy policy
- Link back to the ad to close the interstitial
- A brand logo for crediting the company responsible for providing the Ad Marker

The user has a choice to access a User Choice mechanism, privacy policy, go back to the ad, or close the interstitial. The following example illustrates the user experience that opens the Ad Marker interstitial after tapping the in-ad the Icon.

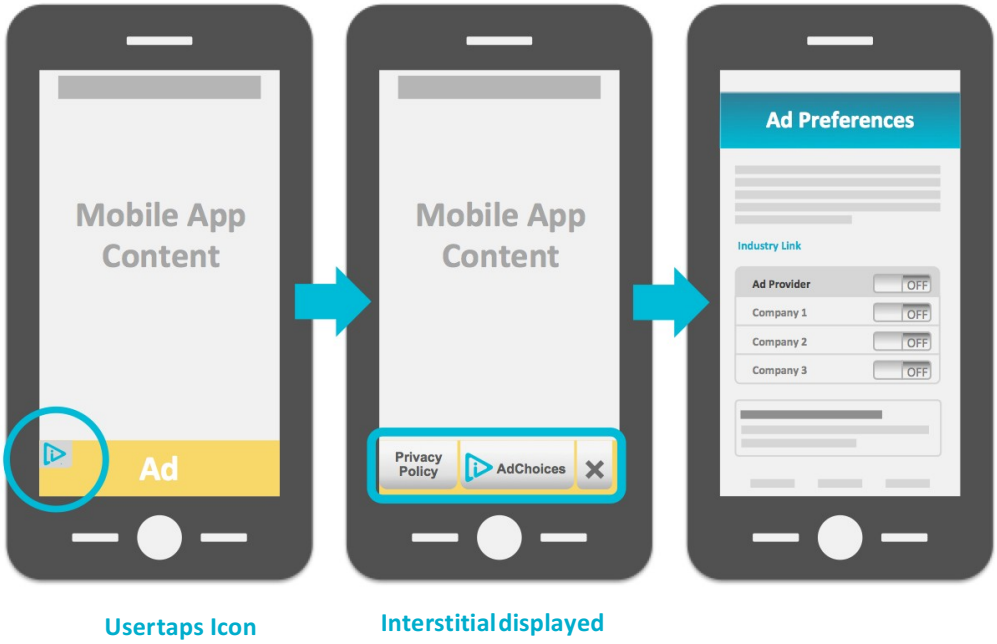


Figure 6: User experience example using an interstitial that links to notice containing a User Choice mechanism.

3. Text Expansion

Tapping on the the Icon the first time expands the notice to show the Approved Text. A second tap brings the user to a User Choice mechanism.

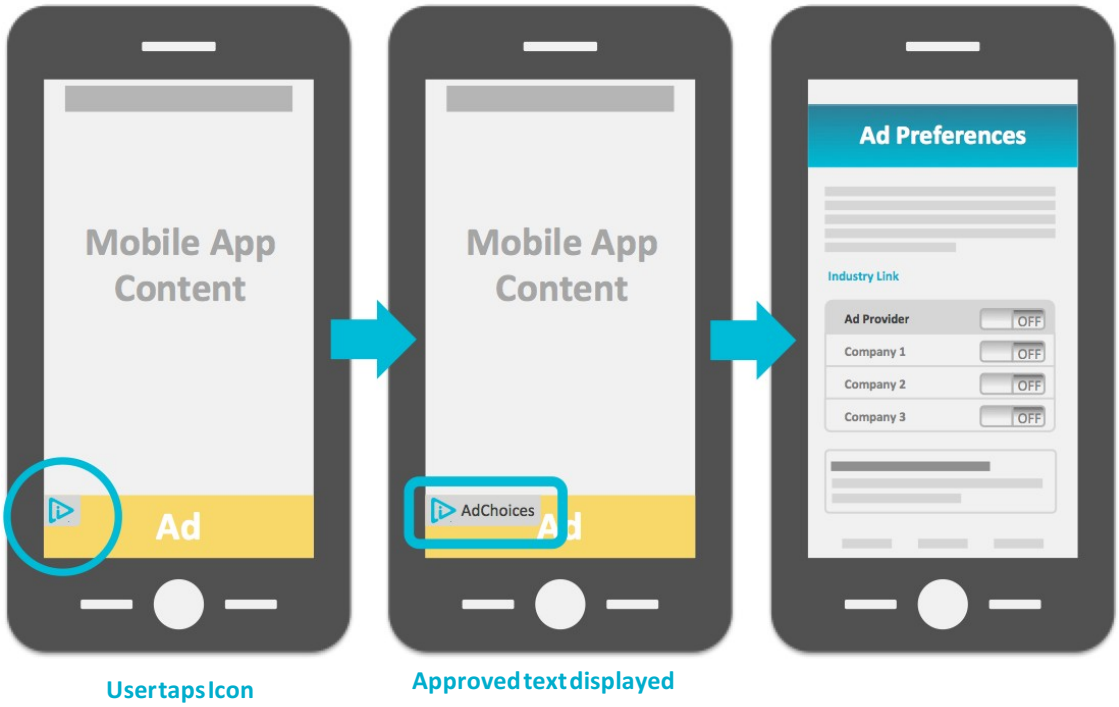


Figure 7: Approved Text displays after the initial tap on the the Icon with a second tap that brings the user to the User Choice mechanism.

4. Rich Media Ads

In an expanding rich media ad, the ad may expand when the user taps the the Icon in the ad's collapsed state. If expanded upon tapping the Icon in the ad's collapsed state, the Icon should expand to include the following:

a) A link or button with the Ad Marker. Display of Ad Marker Text adjacent to the the Icon is recommended.

b) Optionally, the expanded Ad Marker may contain any of the following elements:
   - Link to the Third Party's privacy policy
   - Link back to the ad to close the interstitial
   - A brand logo for crediting the company responsible for providing the Ad Marker

These elements provide the user with the option to:
1. Close the in-ad interstitial to view the ad
2. Access the privacy policy
3. Access a User Choice mechanism

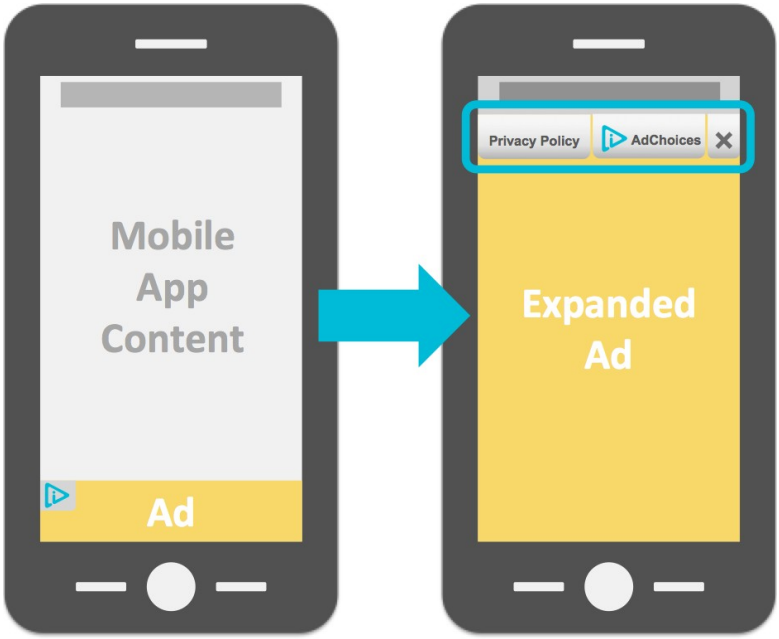


Figure 8: Rich media ad example

If the user taps the rich media ad to expand the banner instead of tapping the the Icon, the Ad Marker Text may remain hidden in expansion and reappear on collapse.

Additional User Experiences

Prescribing a specific user experience in every use case is impossible. The four mobile user experience cases presented in this document represent the majority of mobile experiences conceived at the time these specifications were developed. Faced with any other mobile user experiences, Ad Marker implementers should reference Application of the IAB Europe Framework for Online Behavioural Advertising in the Mobile Environment.

App Provider and Web Site Operator Implementation

When implementing the Ad Marker, App Providers and mobile Web Site Operators need to consider both the placement of the Ad Marker and user access to the notice and choice it provides. This section provides guidance on both.

Web Site Operator Notice

Web Site Operators' notices should use the Ad Marker Text, as per Appendix A of the Technical Specifications for implementing the IAB Europe OBA framework and EASA BPR in Europe.

When the the Icon is provided in conjunction with the Ad Marker Text, the Icon should be at least 12 pixels by 12 pixels (12x12) to ensure legibility.

Ad Marker Placement & Flow for App Providers and Web Site Operators

The Ad Marker can be implemented for in-app use or for mobile Web use. This section provides guidelines for both.

1. *In-App Implementation (applies to 2.2.2 (b) and 2.2.3 of the Application of the IAB Europe Framework for Online Behavioural Advertising in the mobile environment)*
   The in-app notice is accessible from the app's Settings menu. The font used to label the notice should be the same font used throughout the settings menu. The user goes directly to a User Choice mechanism.

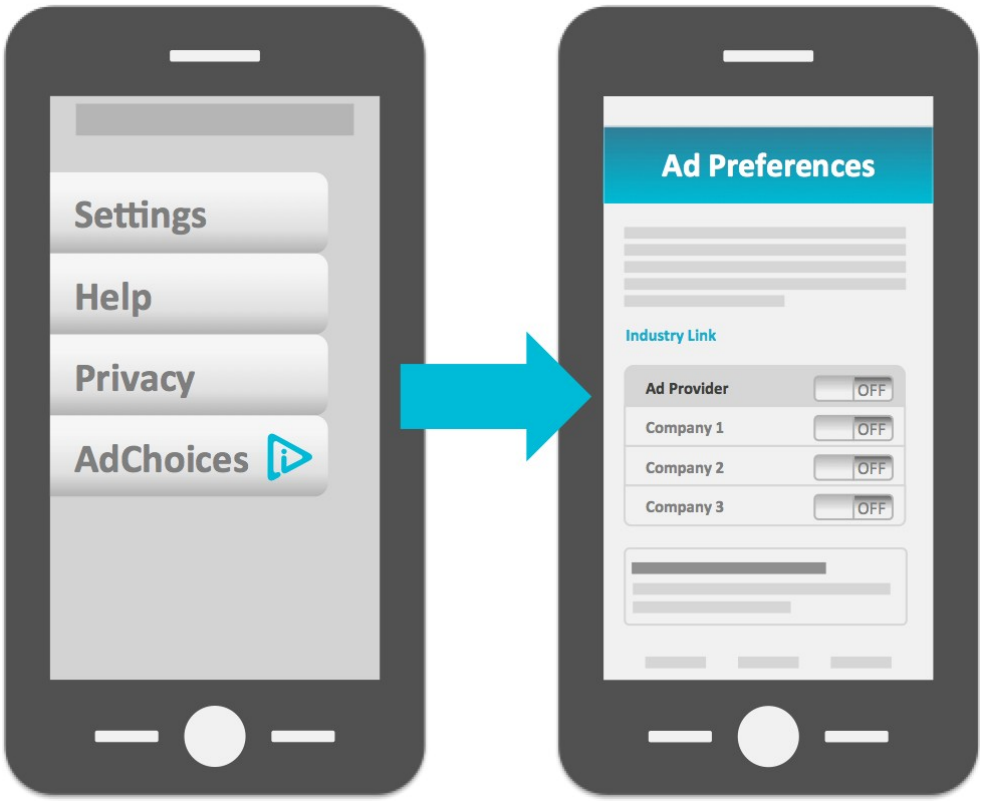


Figure 9: In-app user flow example

2. Mobile Web Site Operator Implementation

The ideal placement of the notice is in the mobile page footer. The font used to label the notice should be the same font used in the page footer. When tapped, the user goes directly to a User Choice mechanism. In the in-app implementation, the the Icon may be placed on either side of the Approved Text.

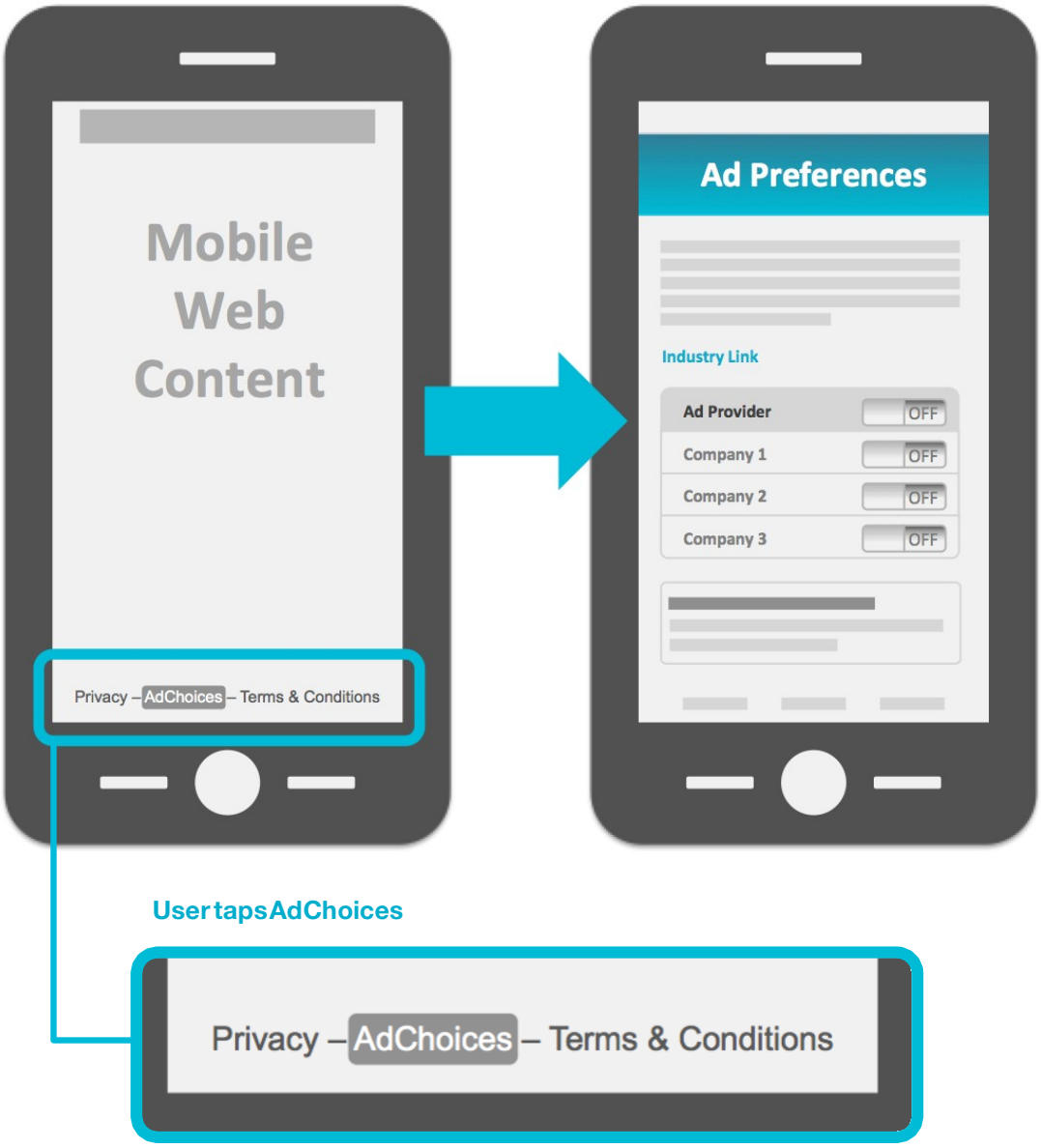


Figure 10 (a): Mobile Web Publisher Example

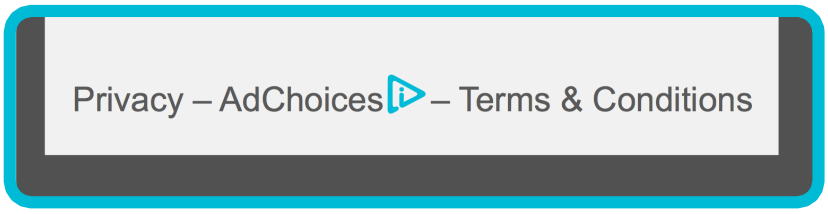


Figure 10 (b): Mobile Web Publisher Example with the Icon superscript