

Open Measurement (OM) License for Native-App Measurement, V 1.1

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1. Definitions.

“Ad Verification” means methods and practices for determining whether ads appear on intended sites, reach the targeted audience, and/or are viewable.

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“Creative Access” means a technical option for the Work wherein (a) the measurement vendor JavaScript tags load within a Window that has access to the ad creative, which enables the measurement tags to directly measure and verify ad creatives and (b) the JavaScript functions as a conduit to deliver the measurement vendor script to the video player.

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“IFrame” or “Inline Frame” means a HTML document embedded inside another HTML document on a website.

“Integrator(s)” means a company or other legal entity that provides the OM SDK as a service to Publishers thru their own software which provides additional advertising services.

“Legal Entity” means the union of the acting entity and all other entities that control, are controlled by, or are under common control with that entity. For the purposes of this definition, “control” means (i) the power, direct or indirect, to cause the direction or management of such entity, whether by contract or otherwise, or (ii) ownership of more than fifty percent (50%) of the outstanding shares of such entity, or (iii) beneficial ownership of such entity.

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“Licensor” means the copyright owners or entity authorized by the copyright owners of the Work that are granting the License, which authorized representative shall initially be IAB Technology Laboratory, Inc.

“Licensor Website” means <https://iabtechlab.com/specifications-guidelines/open-measurement-sdk/> or any other website subsequently identified by Licensor.

“Limited Access” means a technical option for the Work wherein (a) the measurement vendor JavaScript tags load into a sandboxed IFrame and (b) measurement scripts that load into any such sandboxed IFrame cannot measure the ad creative directly and, as a result, require the SDK JavaScript to pass measurement events to measurement scripts via the application programming interface (“API”) for the OMID Client Libraries.

“Native App” means any application that uses native device UI frameworks for audio or audiovisual content, navigation, and advertising delivery. Such application may run on client devices that may have their own screen for audiovisual display or speaker for audio delivery or may be directly connected to an external monitor or screen or speaker to display content or deliver audio content. For example, Native Apps include applications installed and executed on devices like iPhones, Android Phones, Roku, Apple TV, Chromecast, Amazon FireTV, Samsung Smart TV, Amazon Alexa, Sonos, Google Home, and gaming consoles like Sony PlayStation and Microsoft Xbox . For the avoidance of doubt, Native App also includes the use of in-app web views that deliver web-based ads. The Tech Lab shall maintain a mapping of devices, operating systems, apps, and SDKs that are compatible with the OM SDK for Native-App Measurement (the

“Native App Compatibility Mapping”). The Native App Compatibility Mapping shall be publicly available and published by Tech Lab here < <https://iabtechlab.com/standards/open-measurement-sdk/native-app-compatibility-mapping>>.

“Non- Client System” means a system which aggregates, analyzes, or otherwise processes measurements made by Native Apps, but which is not co-located with client devices running the Native Apps. For the avoidance of doubt, a Non- Client System is not part of any client device that presents the content being measured, but a Non- Client System may be remotely connected to client devices.

“Object” form means any form resulting from mechanical transformation or translation of a Source form, including but not limited to compiled object code, minified JavaScript, generated documentation, and conversions to other media types. For the avoidance of doubt, the “Object” form only includes minified JavaScript and does not include JavaScript that has not been minified.

“OMID Client Libraries” means the open measurement interface definition client libraries that may be used in conjunction with the Work that facilitate communication with measurement tags in a standard fashion and are made available under the open source Apache 2.0 license.

“OM SDK” means a software development kit to enable use of the Object form of the Work for Native-App Ad Verification purposes.

“OMWG” means the Open Measurement Working Group.

“Publisher(s)” means the company or other legal entity that: (i) owns the Native App where the advertising being measured by the OM SDK is being displayed; (ii) integrates an Integrator’s advertising monetization SDKs for use in its own Native Apps; and (iii) is not a licensee under this License.

“Publisher Integrator” means the company or other legal entity that: (i) owns the Native App where the advertising being measured by the OM SDK is being displayed; (ii) integrates the OM SDK for use in its own Native Apps; and (iii) is a licensee under this License.

“Source” form means the preferred form for making modifications, including but not limited to software source code, non-minified JavaScript, documentation source, and configuration files. For the avoidance of doubt, the “Source” form only includes JavaScript that has not been minified and does not include minified JavaScript.

“Web Video” means the broadcast and exhibition of audiovisual content via Internet or mobile technology that supports Web Video applications that load and render all viewable content exclusively through HTML5 including desktops, laptops, tablets and mobile phones, any connected TVs (“CTV”), over the top (“OTT”) devices, or gaming consoles (collectively **“Web Video Devices”**), but excluding any devices where HTML5 video delivery is not supported, or any Native Apps. The Tech Lab shall maintain a mapping of devices, operating systems, apps, and SDKs that are compatible with the OM SDK for Web Video Measurement (the **“Web Video Compatibility Mapping”**). The Web Video Compatibility Mapping shall be publicly available

and published by Tech Lab here <<https://iabtechlab.com/standards/open-measurement-sdk/web-video-compatibility-mapping>>.

“Window” or “Window Object” means a browsing context, as defined by W3C at <https://www.w3.org/TR/html5/browsers.html> (the “W3C Site”) or any subsequent website that is provided or identified by W3C as a replacement for the W3C Site, in a HTML environment.

“Work” or “OM Work for Native-App Measurement” means the OMWG Native-App Ad Verification software and related SDK made available under this License in Object form (unless otherwise expressly stated herein).

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