



AMM Publisher Statement on Digital Advertising Viewability

Professional medical content informs and educates clinicians worldwide. It is distinguished from general web content in many ways, including in its scarcity and its value to the end reader. In instances where targeted contextual placements on niche topics to finite audiences are required, the notion of over-delivering to meet a viewability threshold is simply not feasible. The Publishers of the Association of Medical Media agree that measuring and delivering impactful advertising is our mutual goal with industry. Impact starts when an advertisement is viewable. While every publisher and advertiser/agency is of course free to negotiate any terms they mutually agree upon, standardized approaches create great efficiencies by reducing complexities for all parties. To that end, the AMM will facilitate formal discussions to be held in Q1 2016 where agencies, publishers, clients and appropriate vendors can meet to arrive at a consistent industry standards around:

- The handling of non-human traffic (NHT); Is there an acceptable threshold?
- Acceptable viewability thresholds and the economic consequences of success or failure to meet a threshold.
- Choices of viewability technology vendors and standardized resolutions around discrepant systems.

The AMM firmly believes tying payment to viewability should be postponed until these industry wide issues are discussed and standards are agreed upon through collaborative discussion.

We desire to continuously improve our offerings and to work with advertisers and their agencies to ensure their marketing messages are delivered and viewed by their target audiences. However, ever since the IAB issued its "transition guidelines" in 2015, stating that "the advertising industry should recognize that ... technology and billing systems have to catch up to this massive move to greater accountability in advertising measurement and delivery," many more complex issues have arisen and very few have been resolved. As of this writing, IAB has yet to issue new standards for 2016.

Systems measuring viewability and non-human traffic (NHT) are in their infancy and have proven time consuming, costly and difficult to interpret accurately. Different systems measuring the exact same campaign and placement can show remarkably different results with discrepancies of over 30% between systems. Different systems also account for NHT differently, and some do not report on why they are labeling certain traffic as such. Consequently, while viewability and NHT are important metrics to measure, optimize towards, factor into planning and buying decisions, and to continuously improve upon, we believe that tying payment to viewable impressions is premature because the technologies are inconsistent in their

measurement and not fully transparent. We believe that viewability of a digital advertisement is just one of many measurable KPIs indicating a campaign's overall effectiveness.

The road to improving viewability is unclear and hurried changes could adversely impact advertisers, publishers and the audience by harming user experience and audience engagement. These unintended consequences could conflict with our mutual goal of creating impactful advertising that grows our client's brands. The drive to measure, improve, and manage campaign delivery within the confines of a new viewability standard is requiring far more time and investment and is proving far more difficult than brands, agencies or publishers anticipated.

The publishers of the AMM desire to work closely with both our brand and agency partners to reconcile the remaining issues and concerns around viewability and NHT. Toward that end AMM proposes to facilitate an all-inclusive meeting between agencies, publishers and clients with the goal of arriving at a consistent industry wide standard which can be widely adopted and accepted by medical advertisers and publishers alike. AMM also proposes that tying viewability to payments be postponed until industry wide standards around viewability based payments can be mutually agreed upon by both agencies and publishers.

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