mediapulse

TAGGING GUIDELINES

1. Introduction

This document contains the tagging guidelines for the Mediapulse Online Data Measurement which is the new official online usage currency for the Swiss market.

The guidelines address how to correctly tag online content on the publisher or website owner side. They serve to establish uniform and transparent online measurement in Switzerland. The guidelines are binding for all providers who have their online usage figures published by Mediapulse, the official Swiss research organization.

The guidelines are not exhaustive, new topics are included or existing guidelines must be adapted to developments. Inputs for specifications can be submitted to Mediapulse directly or via the existing committees (Tech Group, Research Commission). They are then reviewed (e.g. in comparison with international standards of the IAB or MRC), discussed (with the Mediapulse Research Commission) and integrated if necessary.

2. Classification

These guidelines deal with online content measurement on a conceptual and regulatory level. Measurement content and metadata are described in detail in the document **"Coding Guide for Apps and Web tagging"**, details on the technical implementation of the measurement in the **"Comscore Implementation Guides"** for Web, Android or iOS.

3. Technical Definitions

3.1. User

A user is a person who consumes an online offer using an app (including browsers).

3.2. Client

A client in the context of the Mediapulse Online Data project is an app or webbrowser that accesses a web offer and possesses a distinctive identification property. This property can be a third party or first party cookie, a user agent/ip combination or similar.

This value can be unstable due to user actions like cookie deletion, cookie blocking or similar and might overrepresent the number of actual clients.

3.3. Web measurement event

A web measurement event within the official Swiss online data measurement are all event requests triggered by a user via the Comscore Tag Technology and registered by the Comscore measurement server (page views, streaming events, start- or end events for apps etc). These include only events actively triggered by the user, such as a page view, that result in a change of the content consumed by the user. The measurement events must be triggered as late as possible in the viewing process, i.e. only when a

user consumes the corresponding content on his device. This refers to user interaction process and not the place of the code on a page and conclusively excludes for example triggering page view events when content is pre-loaded by an app.

4. Measurement Technology

For the official Swiss online data measurement, the technology ("tags") from Comscore is used. Comscore is a market leader in the field of web and video measurement and tagging and has an extensive and up-to-date library for web, Android and iOS and a very wide range of technical video players. A large part of the calculations for the measurement is already done in Comscores plugins, libraries and SDK's. Therefore, the measurement events must be sent directly from the apps to the Comscore servers via Comscore software.

5. Measurement Units for Mediapulse Online Traffic Data

5.1. Classification

The usage comes from the census measurement

e.g. per day	Web/App	Streaming	Total
Usage	Total Visits	Not published	Not published
Usage duration	Total Visit (Web/App) Duration	Total Streaming Duration	Not published
Usage duration per Use	Total Visit Duration (Web/App) / Total Visits	Not published	Not published

5.2. Nomenclature and Comparability

Naming and comparability of the census based metrics

Metric	Mediapulse Online Traffic Data	Net-Metrix Audit	Google Analytics	
Page Impressions	Page Impression	Page Impressions	Page Views	No comparability, as Page Impressions will not be published in Mediapulse Online Traffic Data.
Visits	Visit	Visit	Session	Net-Metrix: Approximately same level. Definition of a single day is different (end of media day:2 AM vs. 12PM). Single day analysis tends to differ but not longer time analysis. Google Analytics: Definition is the same, as long as the visit timeout is on the default level of 30 Min. Google Analytics data might differ due to Google campaign measurement
Visit Duration	Visit Duration	Visit Duration	Session Duration	Net-Metrix: Values might differ considerably due to: - App duration is more accurate in MPOD due to

				measurement of foreground time.
				Google Analytics: Last Page Impression is not taken into account when no engagement events are being triggered →lower Session Duration to be expected in GA
Clients	Clients	Unique Clients	Users	Net-Metrix: Values might differ considerably due to: - Clients of Mediapulse Online Data are not corrected statistically for cookie deletion. The value tends to be higher due to this. Google Analytics: Values might differ considerably due to: - Deduplication measures implemented by the Google Analytics user (User-Id etc.)

5.3. Visit

A Visit or sometimes called "session" is defined by a number of consecutive measurement events (e.g. page views) on a web offer by a distinctive user/device/client. For (native) iOS or Android Apps, Visits are clearly defined by the time when an app is started or comes into foreground until it is ended or moves into the background. For web-based apps, a new Visit is created if no activity is registered within a 30-minute window.

5.4. Visit Duration

The visit duration for web-based apps is the duration from the first until the last registered event that belongs to that same visit. The average duration of a page view for a web offer is added to the last page view to account for the missing end events.
For native iOS or Android apps, the visit duration is defined by the time of an app being started (or coming into foreground) until the app is closed (or moving into background).

5.5. Client

A client is an app (including browser) that accesses a web offer and is determined using cookies and/or other identification features like user agent/ip combinations. As cookies and other identification features can change over time, this metric tends to be overestimated, if analyzed over a longer period of time. The overestimation is not being corrected with statistical methods.

6. Requirements for correct measurement

6.1. Networks and Brands

In order to make the use of brands and networks as transparent as possible to the end user (e.g. advertisers), the following rules are mandatory:

1. The Brand value in the mp_brand parameter has to be identical to the string provided in the intake form. This is needed to filter out incorrect measurements and to have a consistent labelling of the brands across all offers.
2. The Property value in the ns_site or ns_ap_an parameter has to be identical to the string provided in the intake form. This is needed to filter out incorrect measurements and to have a consistent labelling of the properties across all offers.
3. The Brand name has to be named after the main offer. If this is not the case, it can be misleading for the end user of the data.
4. The main offer[1] (ns_site) has to make up more than 50 % of the total web page visits. An artificial inflation of the data through bundling of several offers can be limited by Mediapulse.
5. The top level domain (or bundles thereof) with the same name as the brand has to make up more than 50 % of the visits of the observed domains in the measurement. The impact of tag inclusion on foreign domains can be limited by Mediapulse.

The rules apply under the following conditions:

- As soon as the main domain accounts for less than 50 % of brand visits for more than 3 consecutive months, the list of measured top-level domains must be reduced.
- Once the participant has been informed that the threshold value has been exceeded, the participant has 3 months to name the top-level domain to be removed. If this is not done, the most heavily used domains will be removed so that the top-level domain will again account for 50 % of the visits.

6.2. User induced

The basic principle is that a measurement event must be triggered on the client side, namely when web content is consumed by a user (corresponds to the idea of a "page view"). For web technologies that use "page view free" technologies like ajax, page views[2] can be triggered when a user interacts with an offer.

Automatically loaded or refreshed content (e.g. in sports tickers) does not qualify as a user induced page view.

6.3. Multiple tags in one app

If there are multiple tags in one (web-)app, or additional tags embedded in the content that is loaded within another tagged app (e.g. as is often occurring in iframes or webviews), only one event or publisher tag respectively is allowed to fire.

Duplicate tag measurements are in all conditions to be disabled.

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[1] A main offer can be a bundle of offers that include the brand name in the offer name (e.g. the guardian and the-guardian-weather is a main offer of the guardian).

[2] Page views will not be published in the Mediapulse Online Data. They merely serve to estimate the amount of time a user stays on a web property. Bear in mind that costs for publishers are calculated by server calls.

6.4. Measured apps/devices

For now, all devices that allow users to consume content and can be measured by the Comscore javascript or SDK technology are also allowed to be tagged/measured. These can be for example TV's, PC's, Tablets, Smartphones or Smartwatches, as long as the content displayed is visible, loaded and consumed by a user. Mediapulse has the right to block certain devices from the measurement, if the measurements coming from these devices skew the data to a disproportionate extent.

6.5. Measured apps/devices

In general apps should be measured with an SDK, even though they might consist of Webviews only. This guarantees a better Client recognition also for the future.

In some cases it might not be possible for the participant to implement the SDK in the app. In this case, please contact Mediapulse.

7. Filters and backend measurement rules

A range of filters and rules are applied in the system to ensure correct measurement. The most important ones for the market are briefly listed here for explanation.

7.1. Browser Opt-Out

Through certain browser or device settings, or through an explicit "opt-out" from the scorecardreasearch measurement, the unique ID is removed from the measurement. This process is being executed in the Comscore measurement system on behalf of the user.

7.2. Robot filter

Bot traffic is identified with the help of the standardized IAB robot file and excluded from the measurement. The file is regularly updated.

7.3. NULL Agent

Measurements without a User Agent header or with an empty User Agent string do not contribute to census totals.