OM SDK Release 1.3: What is new?

IAB Tech Lab Open Measurement SDK 1.2 was released in July 2018. Since then it has been certified and adopted by over 45 integration partners and over the last one year we have collected very useful feedback. We have worked over the last year to incorporate that feedback and some new exciting features into OM SDK release 1.3.

OM SDK follows a semantic versioning system for the OMID API, where new “minor” releases within a “major” version maintain compatibility with verification scripts written using older minor releases in the same major version. OMID 1.3 will be a minor release, adding new API calls and events while supporting verification scripts using OMID 1.1 (the first public release) and OMID 1.2 (the first release supporting OMID for Web). Integrations (apps and SDKs) using OM SDK will need to make code changes to adopt the new features of OM SDK 1.3.

Summary of new features:

- **Better classification:** new ad session types and creative types more clearly defined for robust creative measurement
- **Improved transparency:** new Begin to Render impression definition with the capability to use different impression types in a transparent manner
- **Simplified integration:** OM SDK activation method made easier to use
- **Brand safety support:** added capability to declare the content URL in which the ad is being shown to the user
- **Audio ad support:** new creative type added for audio and new rules to support audio measurement
- **Friendly obstruction support:** Capability to declare friendly obstructions and the reason for the obstruction in the verification data

Continue reading for a more detailed summary of these new features.

New Ad Session Types

A new ad session type was added for JavaScript. Together with HTML and native ad sessions, a platform can better capture the correct method used to integrate the OM SDK. The three ad session types are:

- **HTML Ad Session** ("html"): When the integration renders the creative in a webview
- **Native Ad Session** ("native"): When the integration renders the creative using the platform’s native views, and it doesn’t use webviews for any other purpose
- **NEW! Javascript Ad Session** ("javascript"): When the integration renders the creative using the platform’s native views, but it uses webviews for running JavaScript code, then it is a JavaScript ad session

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New creative types

The previously used media type parameter had only two values: video and display. Version 1.3 includes a new creative type parameter to better classify the type of creative represented. The new creative type parameter replaces the media type parameter and accepts four values:

- **HTML Display(“htmlDisplay”)**: Creatives using MRC display methodology that are trafficked as HTML. They may only be used in “html” ad sessions. ADCOM Display object with creative type HTML or AMPHTML (type = 1 or 2)
- **Native Display(“nativeDisplay”)**: Creatives using MRC display methodology that are trafficked as JSON or other format for structured data. They may be used in “html”, “javascript”, or “native” ad sessions. ADCOM Display object with creative type of Structured Image Object or Structured Native Object (type = 3 or 4)
- **Video(“video”)**: Creatives using MRC video methodology, which can appear in many kinds of placements (such as instream, outstream, banner, in-feed, etc.). They may be used in “html”, “javascript”, or “native” ad sessions. ADCOM Video object
- **NEW! Audio(“audio”)**: Creatives using MRC audio methodology. They may be used in “html”, “javascript”, or “native” ad sessions.

Friendly Obstruction

Two new fields have been added to the geometry change event. They are used to inform verification clients of any friendly obstructions declared by the integrator and how they influence the viewability.

- **declaredFriendlyObstructions**: the number of friendly obstructions declared by the integrator for the ad session in progress.
- **friendlyObstructions**: provides an array using the rectangle object values along with friendly obstruction metadata using the following values.
  - **Geometry data**: x,y, width, height
  - **Obstruction purpose**: video control, close button, views not visible, other
  - **Detail reason**: the reason provided by the integrator for why the friendly obstruction was needed

Audio Ad Measurement

For supporting audio ad measurement, following changes have been made:

- Video events have been changed to media events (though for backward compatibility, verification scripts can still use video events)
- Geometry is not required for audio ads
- Creative type of audio has been added
- VAST and DAAST events are supported: start, pause, resume, quartiles, complete
- Player volume and device volume are supported
**Updated Impression Event**

OM SDK 1.3 adds full support of the MRC Begin to Render definition for impressions. Verification scripts can receive all the data needed to determine the begin-to-render criteria using the updated `loaded` event. In addition, new parameters for 'impression type' enables the integration partner to declare how the impression event was triggered. With this improved feature, integration partners and verification vendors can better understand and manage discrepancies.

These impression types are described below:

<table>
<thead>
<tr>
<th>Impression Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>loaded</td>
<td>Integration is using count-on-download criteria</td>
</tr>
<tr>
<td>beginToRender</td>
<td>Integration is using begin-to-render criteria</td>
</tr>
<tr>
<td>onePixel</td>
<td>Integration is using onepixel criteria, which is when at least one pixel of the creative is visible.</td>
</tr>
<tr>
<td>viewable</td>
<td>Integration is using viewable criteria, which is 1 second for display or 2 seconds while playing for video.</td>
</tr>
<tr>
<td>audible</td>
<td>Integration is using audible criteria, which is 2 continuous seconds of media playback with non-zero volume. Only for use with audio creative type.</td>
</tr>
<tr>
<td>other</td>
<td>Integration criteria not met on any of the defined impression types.</td>
</tr>
<tr>
<td>unspecified</td>
<td>No criteria declared and therefore no impression type can be defined. Default impression type for OMD 1.2 and integrations not declaring impression type.</td>
</tr>
</tbody>
</table>