Open Measurement Interface Definition (OMID)

3rd Party OMID Developer Guidance

Tech Lab Open Measurement Working Group (OMWG) Commit Group is the group that develops and maintains the OM SDKs released by Tech Lab. Given limited resources, it is not possible for Tech Lab to build an SDK for every platform and every environment (e.g., in-game rendering methods). We have received requests from companies to build their own OM SDK (3rd party SDK) based on OMID API and in compliance with the applicable license. This approach benefits the industry in growing the use of OMID API and consistent measurement throughout the industry.

Growth in the use of OMID API requires industry trust in its use. In order to develop trust, it is necessary that all implementations of the OMID API are proper, including geometry and other required computations are correctly applied. In addition, the market needs proper guidance regarding how such 3rd party developed OM SDKs can be certified or accredited so the data can be confidently and reliably consumed by measurement providers.

Objective

The objective of this document is to outline guidance for a path to certification or accreditation of OMID compliant SDKs developed by a third party.

This guidance covers the following scenarios:

- OM SDK developed solely by a company for sole use of covering its owned and operated applications and websites; and
- OM SDK developed by an Ads SDK provider that will be distributed to its partners

The document describes the criteria required to be eligible for certification by Tech Lab and other options available for such developers in absence of fulfillment of requirements.

OMID Validation Compliance Criteria

Tech Lab offers a compliance program that certifies the OM SDK integration of Tech Lab published OM SDK versions to ensure that the integration performs as required. Tech Lab can perform such certification with confidence since the integration uses the SDK developed and published by Tech Lab. For Tech Lab to validate 3rd party SDKs not published by Tech Lab for OMID compliance, it is necessary to ensure that Tech Lab can verify the SDK for integrity in computing the OMID API requirements.

Tech Lab can verify integrity for certification purposes in the following criteria or conditions:

Source Code availability

The developer must comply with at least one of the below methods to apply for OMID validation:

- The source code is **open source – i.e., publicly available** and can be verified by Tech Lab.
- The developer of the SDK joins the Open Measurement Working Group and **contributes their SDK to the shared source code** repositories that are accessible to Tech Lab to verify. Please note that such contributions will be available to other members of the Working Group pursuant to the rules promulgated according to the OMWG Participation Agreement.
- The developer makes the source code **available to Tech Lab** for review and verification
- Tech Lab allows members of the OMWG to **build from Tech Lab source code** because they don't have to use the object form released by Tech Lab if their internal build and integration processes require it. This is essentially using the same SDK as has been published by Tech Lab.

No Tech Lab SDK available

3rd Party SDK must be for a platform or environment where there is no Tech Lab provided OM SDK

Compliance with OMID API

All OMID API requirements must be implemented for the ad type being certified

Current OMID API version

The SDK must be developed using the latest available major version of the OMID API. Eg.g if OMID API is at version 1.3.x then the SDK must adhere to a 1.3.x version. SDK for OMID version 1.2.x will not be acceptable

Additional considerations

- All conditions under the **Tech Lab Compliance Program and testing criteria** published by Tech Lab will apply.
- Acceptance of Tech Lab validation compliance certificate by a Measurement Provider is **voluntary**.
- To onboard a 3rd party SDK data as MRC accredited, measurement providers must independently validate and further test certified 3rd party SDKs, but may partially rely on Tech Lab certification for initial onboarding quality control in order for measurement using 3rd party SDKs to be considered for MRC accreditation as part of an audited and accredited service. MRC accreditation and auditing requirements are not within the province of the Tech Lab.

OMID Validation Compliance and Other Options

Tech Lab Validation Compliance certification is not the only option for 3rd party SDK developers. There are other ways to gain industry confidence in the measurement data for 3rd party SDKs. Given this, below are the scenario options available for 3rd party SDK developers:

Ads SDK providers

These are 3rd party SDK developers who provide their OM SDK to their business partners or other content publishers not controlled by them. They can pursue the following options:

- **Tech Lab Validation:** Comply with Certification Criteria above and obtain a Tech Lab certification. A Measurement provider may require additional testing to independently validate certified 3rd party SDKs. Such determinations are not within the province of the Tech Lab.
- **Measurement Provider Certification/Approval:** Work with each measurement provider to get individual provider certification and/or approval. Such certification and/or approval is not within the province of the Tech Lab.
- **Measurement Accreditation:** A distributed Ads SDK could potentially be accredited by Media Rating Council (MRC) or from another measurement accreditation organization in their region if MRC does not provide its services, as well. MRC or other accreditation organizations may have their specific requirements to audit the distribution and possibly individual partner instances to do so. Such accreditation is not within the province of the Tech Lab.

OM SDK developer

These are 3rd party OM SDK developers who have developed the OM SDK to be used in their owned and operated properties only. They can pursue the following options:

- **Measurement Accreditation:** Media Rating Council (MRC) accreditation for their measurement where MRC provides such services or from another measurement accreditation organization in their region if MRC does not provide its services. Such accreditation is not within the province of the Tech Lab.
- **Tech Lab Certification:** Comply with Certification Criteria above and obtain a Tech Lab certification. A Measurement provider may require additional testing to independently validate certified 3rd party SDKs. Such determinations are not within the province of the Tech Lab.
- **Measurement Provider Certification:** Work with each measurement provider to get individual provider certification and/or approval. Such certification and/or approval is not within the province of the Tech Lab.