

# **Open Measurement SDK**

**Integration Validation Test Cases** 

**Updated June 2021** 



## **Executive Summary**

The Open Measurement Software Development Kit (OM SDK) is designed to facilitate third party viewability and verification measurement without requiring multiple Ad Verification Service Provider (Measurement Provider) SDKs. We have SDKs for ads served to mobile apps and web video applications that load and render all viewable content exclusively through HTML5.

The OM SDK consists of native libraries for iOS, Android, JavaScript (for web) as well as a JavaScript API, named Open Measurement Interface Definition (OMID), that Integration Partners develop into their mobile apps, ad SDKs, website or video player. The native library collects various signals, such as ad container geometry and playback events in the case of video, using direct communication with the mobile device's native operating system (OS) and media players, and publishes these signals via the OMID JavaScript API.

The collection, processing, analysis, and reporting of information surfaced by the OM SDK is the responsibility of the Measurement Provider using their respective JavaScript tag that is served with the ad creative.

Completing the SDK integration alone does not guarantee that it will be compatible with Measurement Provider tags or be accepted as valid for the purposes of measurement; implementation errors or other issues may interfere with compatibility. To ensure that the Measurement Provider is collecting data from a reliable implementation of the integration partner's OM SDK implementation, IAB Tech Lab has developed a certification program for validating the integration. The certification program outlined in the Integration Validation Compliance document, found

https://omsdk-files.s3-us-west-2.amazonaws.com/docs/Integration+Validation+Compliance+Guide.pdf is voluntary and serves to ensure that your integration is compatible with Measurement Provider measurement tags.

This guide describes the test cases for each version of OM SDK Integration Validation Compliance (OM IVC).



OM SDK is developed and managed by the Open Measurement Working Group

## Audience

The test cases are for Ad SDK developers, App publishers, web publishers and video players (Integration Partners) who have integrated the OM SDK in their products.

## About IAB Tech Lab

The IAB Technology Laboratory is an independent, international, research and development consortium charged with producing and helping companies implement global industry technical standards. Comprised of marketers, advertising agencies, digital publishers and ad technology firms, as well as other companies with interests in the interactive marketing arena, the IAB Tech Lab's goal is to reduce friction associated with the digital advertising and marketing supply chain, while contributing to the safe and secure growth of the industry. Learn more about IAB Tech Lab <a href="here">here</a>.

More information available at: https://www.iabtechlab.com

## **Open Measurement Working Group**

## Commit Group Members

DoubleVerify	Nielsen	
Google	Oracle's Moat	
Integral Ad Science	Pandora	





IAB Tech Lab	

# Working Group Members

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AdColony	IAB Tech Lab	Protected Media
Adform	InMobi	Pubfinity
ADLOOX	Innovid	Publicis Media
Admixer EU Gmbh	Integral Ad Science	PubMatic
Adverty	ironSource	RTBAsia
Amazon Advertising	Jun Group	Sizmek by Amazon
AppNexus	JW Player	Smaato
BARC India	KERV Interactive	Smart AdServer
Bidstack	Kochava	Spark Foundry
Browsi	Lucidity	SpotX
Comscore	Macromill, Inc.	Taboola
Cyber Communications Inc.	Magnite	Тарјоу
Dailymotion	Meetrics	Teads
Display.io	Microsoft Advertising	TikTok
DoubleVerify	Mintegral	Timehop
Extreme Reach	MoPub (a division of Twitter, Inc.)	TripleLift
Fiducia DLT Ltd	NBCUniversal	Twitter
Flipboard	Nielsen	UNICORN Inc.



Forensiq	Noqoush	Unity
FreeWheel	Ogury	Verizon Media
Fyber	OpenX	Vlion
Google	Oracle Data Cloud	White Ops
Gridsum	Pandora	Xandr
GroupM	Pixalate	YOSPACE

<sup>\*</sup> Working Group membership as of November 5, 2020

Learn more about Open Measurement Working Group here

(https://iabtechlab.com/working-groups/open-measurement-working-group/)



# Change Log

Revision	Description	Author	Date
Version 1.0	Document created to keep all version test cases together instead of with each integration guide	Jill Wittkopp (jill@iabtechlab.com)	11/05/2020
Version 2.0	Document updated with new web video test cases to support access modes	Jill Wittkopp (jill@iabtechlab.com)	06/24/2021

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## **Test Cases**

These test cases have been developed based on the Open Measurement Interface Definition (OMID) Application Programming Interface (API) to validate that the integration of OM SDK has been performed properly and all the required elements are functioning as expected. Please read the onboarding guide 

(https://omsdk-files.s3-us-west-2.amazonaws.com/docs/WebVideo/Onboarding+Guide+for+Integrators.pdf) for downloading the SDK and other integration instructions

## 1.3 Integration Test Cases

S.No.	Ad	Test Case	Scenario	Event/ Signal	Expected Result/ value/
	Type				comment
1	All	Set-up testing	Confirm that the app can be installed and from what source Should testing be targeted to specific devices? Device types?	App installation	App installed without error, and can be opened
2	All	Set-up testing	Did the int partner provide any specific credentials for testing?	Log-in screen	Log-in successful
3	All	Set-up testing	Does the app re-use the same code for multiple placements, so that they can be checked as a group rather than individually?	Confirmation from Integrator	Confirmation from Integrator



4	All	Set-up testing	Is the generic verification	Check ad /	Signals from generic
			script trafficked with the ad?	impression events	verification script
5	All	Set-up testing	Only ads to be tested are being served with tracking	Confirmation from Integrator	Confirmation from Integrator
6	All	Check OMID compatibility and whether active	Load the app page with the ad	OmidSupported[true]	OmidSupported[true]
7	All	Ad session is correctly instantiated	Load the page with the ad or reload the page with the ad	ad session id	return new ad session- unique ad session id, timestamp unique ad session value like: 2196C74D-6A27-4807-A3D3- B08E4F6E0ABA and timestamp aue like 1531749570462
8	All	Ad session is correctly instantiated	Ad session context is established properly	environment	app e.f "environment":"app", timestamp":"1531749570462"
9		Ad session is correctly		. 10 T	
10	All	instantiated Ad session is correctly instantiated		adSessionType supports	native or html clid for all ad types except vlid for video
11	All	Ad session is correctly instantiated		omidNativeInfo	partnerName (this is same as namespace assigned at the time of OM SDK download) and partnerVersion  {"partnerName":"someSDK"," partnerVersion":"x.y"}, timestamp":"1531749570462"
12	All	Ad session is correctly instantiated		omidJsInfo	serviceVersion, sessionClientVersion, partnerName,partnerVersion  E.g. "omidJsInfo":{"serviceVersion ":"1.1.2-iab443","omidimplem enter":"omsdk"}, timestamp":"1531749570462"



13	All	Ad session is		арр	libraryVersion and appld
		correctly			(com.example.appname)
		instantiated			"app":{"appId":"com.example.
					ent","libraryVersion":"1.1.2-pa
					rtnername"},
					timestamp":"1531749570462"
14	ΔII	Ad session is		Device Info	mobile device details
'-	Λii	correctly		Device IIIIo	e.g.
		instantiated			"deviceInfo":{"deviceType":"iP
		instantiated			hone7,2","os":"iOS","osVersio
					n":"11.4.1"},
					timestamp":"1531749570462"
					umedamp : 10017 10070 102
15	All	Ad session is	Impression Type for what	impressionType	"loaded", "beginToRender",
		correctly	OMID impression event		"onePixel", "viewable",
		instantiated	you are declaring.		"audible", "other",
			Required		"unspecified",
			"definedByJavaScript" if		"definedByJavaScript"
			JavaScript layer is setting		e.g. "impressionType":
			the creativetype . <u>See</u>		"viewable",
			Migration Guide for more		
			details.		
16	All	Ad session is	Value will be true for all	supportsLoadedEvent	"supportsLoadedEvent": true
		correctly	video sessions and for		"supportsLoadedEvent":
		instantiated	display sessions where		false,
			integration uses new API.		
			Value will be false for		
			display sessions where		
			integration uses old API.		
			For 1.3 certification,		
			integrations are required to		
			use 1.3 API.		
			"supportsLoadedEvent"		
			should be true for all 1.3		
			certifiable integrations.		
17	All	Ad session is	URL of top-level web page,	pageUrl	"pageUrl": www.domain.com
		correctly	as determined by OM SDK		
		instantiated	JS service. Null when JS		
			service is cross-domain or		
			running in a mobile app.		
18	All	Ad session is		contentUrl	"contentUrl":
		correctly	URL of top-level web page,		www.domain.com
		instantiated	as provided by OM		
			integration. Null when		
			integration does not pass		
			contentUrl parameter on		
			Context constructor.		



19	All	Ad session is		verificationParameter	verification parameter
		correctly		s	provided by the measurement
		instantiated			provider
					undefined for display ads e.g.
					verificationParameters":"unde
					fined"
					Also displays access mode.
					Always limited when using
					OM SDK
					"accessmode":"limited"
					For native and video ads
					verificationParameters":"iabte
					chlab or some text",
					"accessmode":limited
20	All	Ad session is		customReferenceDat	any string value
		correctly		a (not required)	-
		instantiated			
21	All	Ad session has		errorType	Generic or Video when video
		error			ads
		instantiating			
22	All	Ad session has		message	string value describing the
		error			error
		instantiating			
23	All	Ad session slow	Ad is slow to load, eg from	ad loaded	Impression events fire only
		to instantiate	throttling		once the ad has loaded. The
					"loaded" event should also
					fire only after the ad has
					loaded.
					"""timestamp"":""1531376049
					725"",
					""type"":""impression"",
					""data"":{""creativeType"":""di
					splay"",""viewport"":undefined
					,
					""adView"":undefined,"
24	All	Ad session has	End of ad session by	sessionFlnish	Finish
		finished	closing the ad or starting a		
1			new page in app that will		
			dismiss the current ad		
25	All	Ad session start	Load the page with the ad	loaded	Ad is loaded and impression
		and loaded			occurs
					"timestamp":1571415828196,
1					"type":"loaded","data":{"media
					Type":"display","creativeType"



					:"nativeDisplay",
					"impressionType":"onePixel"}}
26		Impression has Occurred	Part of loaded event - check as part of loaded	mediaType	display or video
			event		{"adSessionId":"fb54e94d-5f2
					6-443e-ba9a-6b54f44af9bf","ti
					mestamp":1571954146094,"t
					ype":"loaded","data":{"mediaT
					ype":"display","creativeType":
					"htmlDisplay",
	All				"impressionType":"onePixel"}}
27	All	Impression has	Part of loaded event -	creativeType	htmlDisplay, nativeDisplay,
		Occurred	check as part of loaded		video or audio
			event		definedByJavaScript for
					special cases
					e.g. "creativeType":
					"nativeDisplay",
					10/25/2019, 3:25:46
					AM::{"adSessionId":"fb54e94
					d-5f26-443e-ba9a-6b54f44af9
					bf","timestamp":15719541460
					94,"type":"loaded","data":{"me
					diaType":"display","creativeTy
					pe":"htmlDisplay",
					"impressionType":"onePixel"}}
28	All	Impression has	Impression Type for what	impressionType	"loaded", "beginToRender",
		Occurred	OMID impression event		"onePixel", "viewable",
			you are declaring.		"audible", "other",
			Part of loaded event -		"unspecified",
			check as part of loaded		"definedByJavaScript"
			event		e.g. "impressionType":
					"viewable",
					"timestamp":1571415828196,
					"type":"loaded","data":{"media
					Type":"display","creativeType"
					:"nativeDisplay",
	) <i>(</i> )				"impressionType":"onePixel"}}
29	Video	Impression has	Sunsetted	videoEventAdaptorTy	Empty / NULL - Does not
<u></u>	\	occurred	Cupacitad	pe	apply for 1.3
30	Video	Impression has occurred	Sunsetted	videoEventAdaptorVe rsion (not required)	Empty / NULL - Does not apply for 1.3
21	All	Impression has		viewport	viewport size of the device in
	All	occurred		I viewhoi r	height and width
		occurred			noight and width
			ļ	<u> </u>	



20	All	Improssion has	T	adView	This is goomstry shares
. 32	All	Impression has occurred		auview	This is geometry change data. E.g. """adView"":{""percentageInView"":100,""reasons"":[], ""timestamp"":""15313760505 20"", ""geometry"":{""width"":351,""height"":351,""x"":12,""y"":80}, ""onScreenGeometry"":{""width"":351,""x"":12,""y"":80}"
33	All	Ad session has finished	End of ad session by closing the ad or starting a new page in app that will dismiss the current ad	sessionFInish	Finish
34	All	Geometry Change data	All the geometry events are to be displayed for all ads	percentageInView	value between 0-100
35	All	Geometry Change data		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
36	All	Geometry Change data		onScreenGeometry	{     }     x: 0,     y: 0,     width: 320,     height: 50,     obstructions:[
37	All	Geometry Change data	Required for creative measurement. Creative Measurement is used for HTML creative	containerGeometry	"containerGeometry":{"width": 320,"height":49.81818008422 8516,"x":36.3636360168457," y":451.6363525390625},
38	All	Geometry Change data	Required for creative measurement. Creative Measurement is used for HTML creative	onScreenContainerG eometry	"onScreenContainerGeometr y":{"width":320,"height":49.81 8180084228516,"x":36.36363 60168457,"y":451.636352539 0625},
	All	Geometry Change data	Required for creative measurement. Creative Measurement is used for HTML creative.  If true, the geometry of both the creative element inside of the webview and of the native view representing that webview are being measured. The	measuringElement	boolean "measuringElement":true



				T	
			geometry of the native-layer webview is provided, in this case, as the containerGeometry andonScreenContainerGe ometry properties.		
39	All	Geometry Change data	Obstruction is present in onScreen geometry	Obstruction data	In addition to existing fields "x", "y", "width", "height", add: "pixels": integer Count of visible pixels in ad. This considers obstructions, just like the "percentageInView" field.
40		Geometry Change data	Reason for obstruction	reason	one or more of: notfound, hidden, backgrounded, viewport,obstructed, clipped
41		Geometry Change data	the number of friendly obstructions declared by the integrator for this ad session.	declaredFriendlyObst ructions	"declaredFriendlyObstruction s" : 1
42	All	Geometry Change data	the name of the native view class that is obstructing the ad	obstructionClass	"friendlyObstructions":[{"x":33 9.4285583496094,"y":200,"wi dth":56,"height":28,"obstructionClass":"android.support.design.widget.FloatingActionButton","obstructionPurpose":"OTHER"}
43	Native	Geometry Change data	Classification for the friendly obstruction.	obstructionPurpose	"friendlyObstructions":[{"x":33 9.4285583496094,"y":200,"wi dth":56,"height":28,"obstructionClass":"android.support.design.widget.FloatingActionButton","obstructionPurpose":"OTHER"}
44	All	Geometry Change data	Reason for obstruction	detailedReason	"friendlyObstructions":[{"x":33 9.4285583496094,"y":200,"wi dth":56,"height":28,"obstructio nClass":"android.support.desi gn.widget.FloatingActionButto n","detailedReason":"some reason"}
45	Video	Video player interaction and events	Events for video ads	loaded	{     skippable: <boolean>,     skipOffset: <float>,     autoPlay: <boolean>,     position: <string> }</string></boolean></float></boolean>



				T	
					position values are - preroll,midroll, postroll, standalone (when it is not in video content)
46	Video	Video player interaction and events	Start playing the video	start	{     duration: <float>,     videoPlayerVolume: <float>,     deviceVolume: <float> }     The videoPlayerVolume     range is between 0 and 1.     The deviceVolume range is     between 0 and 1.</float></float></float>
47	Video	Video player interaction and events	Play at least 1/4 of video length	firstquartile	firstquartile
	Video	Video player interaction and events	Play at least half of video length	midpoint	midpoint
49	Video	Video player interaction and events	Play at least 3/4 of video length	thirdquartile	thirdquartile
50	Video	Video player interaction and events	Play full video	complete	complete
51	Video	Video player interaction and events	Pause the video	pause	pause
52	Video	Video player interaction and events	Resume after the pause	resume	resume
53	Video	Video player interaction and events	Start playing video	bufferstart	bufferstart
54	Video	Video player interaction and events		bufferfinish	bufferfinish
55	Video	Video player interaction and events	Use skip video is skip is available	skipped	Only for skippable videos
56	Video	Video player interaction and events	Change player volume or device volume	volumeChange	values are between 0 and 1- { videoPlayerVolume: <float>, deviceVolume: <float> }</float></float>
57	Video	Video player interaction and events	Change player volume or device volume	mediaPlayerVolume	values are between 0 and 1- { mediaPlayerVolume: <float>, deviceVolume: <float></float></float>



					}
	Video	Video player interaction and events	Hide Video by scrolling or expanding another page component sothe video is hidden	playerStateChange	minimized
59	Video	Video player interaction and events	Change player volume	volumeChange	playerVolume should change, but deviceVolume should not
60	Video	Change device volume	volumeChange	deviceVolume should change, but playerVolume should not	
61	Video	Video player interaction and events	Mute player volume	volumeChange	<pre>videoPlayerVolume: 0, deviceVolume: <float> }</float></pre>
62	Video	Video player interaction and events	Mute device volume	volumeChange	{   videoPlayerVolume: <float>,   deviceVolume: 0 }</float>
63	Video	Video player interaction and events	Minimize the video or reduce in size if ap allows that action	playerStateChange	collapsed
64	Video	Video player interaction and events	Play video in player default size	playerStateChange	normal
65	Video	Video player interaction and events	Expand the player if app allows or the app expands the video when it plays the video	playerStateChange	expanded
66	Video	Video player interaction and events	Tap on video to go full screen	playerStateChange	fullscreen
	Video	Video player interaction and events		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
	Video	Video player interaction and events	CLick on video to open advertiser landing page-execute click through	adUserInteraction	{ interactionType: <click> }</click>
	Video	Video player interaction and events	Tap on video to engage with another ad experience	adUserInteraction	{ interactionType: <invitaitonaccept> }</invitaitonaccept>
70	Displa y	Banner ad session basic check	Load the banner ad	Check all ad session and impression events have occured	see above for ad session and impression event



71	Displa	Banner ad	Reload the banner ad	Check all ad session	see above for ad session and
	у	session basic		and impression	impression event
		check		events have occured	
72	Displa	Banner ad	On Android rotate the	Check all ad session	see above for ad session and
	y	session basic	banner- this should start a	and impression	impression event
		check	new ad session	events have occured	
73	Displa	Banner ad	Ad fully in view	percentageInView	this should be 100- also
	у	viewability			check other geometry values-
		geometry			they should reflect device
					size in view port and ad size
					in X,Y parameters
74	Displa	Banner ad	Scroll ad partially out of	percentageInView	value should be < 50
	у	viewability	view < 50% in view		
		geometry			
75	Displa	Banner ad	Scroll ad partially back in	percentageInView	value should be >50 and <
	У	viewability	view > 50% but < 100% in		100
		geometry	view		
76	Displa	Banner ad	Scroll ad fully out of view	percentageInView	C
	У	viewability			
		geometry			
77	Displa	Banner ad		reason	hidden and / or viewport
	У	viewability			
		geometry			
78	Displa	Banner ad	Background the application	percentageInView	between 0 and 100
	У	obstructions	(go to another app or start		
			camera or lock the screen)		
79	Displa	Banner ad		obstruction data	as described above
	У	obstructions			
80	Displa	Banner ad		reason	backgrounded
	y	obstructions			
81	Displa	Banner ad	Hide with another view by	reason	obstructed and/ or hidden
	y	obstructions	opening or expanding		
			another component on the		
			page in the app. e.g open		
			a link that opens another		
			web view		
82	Displa	Banner ad	Click to advertiser landing	adUserInteraction	{
	у	interactions	page		interactionType: <click> }</click>
83	Displa	Banner ad	Tap to engage with ad	adUserInteraction	{
	у .	interactions	component like expand the		interactionType:
			ad		<invitaitonaccept> }</invitaitonaccept>
84	Displa	Ending the ad	Tap on close button if there	session Finish	Finish
	У	session	is e.g. anchored banners		



			or refresh the app page to		
			get a fresh ad session		
95	Intersti	Pre load	Load the app	Check all ad session	see above for ad session
60	tial	scenario		l	events
	liai	1000		and impression	levents
		(confirm with		events have occured	
		app if this			
		applies)			
86	Intersti	Ad shown in pre	Go to the interstitial page	Check all impression	see above for impression
	tial	load scenario	in the app (navigate from	occurred events	events
			one page to another until		
			interstitial is shown)		
87		Ad load and	GO to the interstitial page	Check all ad session	see above for ad session and
	tial	shown at the	in the app (please confirm	and impression	impression event
		same time	navigation with app owner)	events have occured	
88	Intersti	Interstitial ad	Ad fully in view	percentageInView	90% or greater
	tial	viewability			
		geometry			
89	Intersti	Interstitial ad	Background the application	percentageInView	between 0 and 100
	tial	obstructions	(go to another app or start		
			camera or lock the screen)		
90	Intersti	Interstitial ad		obstruction data	as described above
	tial	obstructions			
91	Intersti	Interstitial ad		reason	backgrounded
	tial	obstructions			
92	Intersti	Interstitial ad	Click to advertiser landing	adUserInteraction	{
	tial	interactions	page		interactionType: <click> }</click>
93	Intersti	Interstitial ad	Tap to engage with ad	adUserInteraction	{
	tial	interactions	component like expand the		interactionType:
			lad		<invitaitonaccept> }</invitaitonaccept>
94	Intersti	Ending the ad	Tap on close button if there	session Finish	Finish
	tial	session	is or use app navigation to		
		0000.0	move out of the interstitial		
			ad experience		
95	Video	Ad session start	Play video content until pre	Check all ad session	see above for ad session
	7.000	and impression	roll or mid roll or post roll	and impression	events
		for ads in video	or ma ron or poor ron	events have occured	
		content		Svorito riave occured	
06	Video	SOMETIC	When video ad appears	loaded	<u> </u>
90	video		additional video events	loaded	skippable: <boolean>,</boolean>
			need to be verified		skipOffset: <float>,</float>
			lucea to be velliled		autoPlay: <boolean>,</boolean>
					1
					position: <string></string>
					}
					position values are -
					preroll,midroll, postroll,
					standalone (when it is not in
					video content)



97	Video	Ad session start and impression for standalone ads- autoplay native or outstream ads	Load the page with the video ad	loaded	{     skippable: <boolean>,     skipOffset: <float>,     autoPlay: <boolean>,     position: <string>     }     position values are -     preroll,midroll, postroll,     standalone (when it is not in     video content)</string></boolean></float></boolean>
98	Video	Video ad viewability geometry for videos inline of the view	Ad fully in view	percentageInView	this should be 100- also check other geometry values-they should reflect device size in view port and ad size in X,Y parameters
	Video	Video ad viewability geometry for videos inline of the view	Scroll ad partially out of view < 50% in view	percentageInView	value should be < 50
100	Video	Video ad viewability geometry for videos inline of the view	Scroll ad partially back in view > 50% but < 100% in view	percentageInView	value should be >50 and < 100
101	Video	Video ad viewability geometry for videos inline of the view	Scroll ad fully out of view	percentageInView	0
102	Video	Video ad viewability geometry for videos inline of the view		reason	hidden and / or viewport
103	Video	Video ad viewability geometry for videos inline of the view	Background the application (go to another app or start camera or lock the screen)	percentageInView	between 0 and 100, video events available
104	Video	Video ad viewability geometry for videos inline of the view		obstruction data	as described above
105	Video	Video ad viewability geometry for		reason	backgrounded



		videos inline of the view			
106	Video	Video ad viewability geometry for videos inline of the view	Hide with another view by opening or expanding another component on the page in the app. e.g open a link that opens another web view	reason	obstructed and/ or hidden
107	Video	Video playback events	Refer above test case for Video player interaction and events and execute all scenarios	see Video player interaction and events scenarios	see Video player interaction and events scenarios.
108	Video	End session	Click on close to close the video, stop the video or move to another page creating a new app page session	Session Finish	Finish
109	Native	Native ad viewability	Same as banner ads		Ensure ad session type is native and OMIDnative event has the right parameters
110	Audio	Audio player interaction and events	Play at least 1/4 of audio length	firstquartile	firstquartile
111	Audio	Audio player interaction and events	Play at least half of audio length	midpoint	midpoint
112	Audio	Audio player interaction and events	Play at least 3/4 of audio length	thirdquartile	thirdquartile
113	Audio	Audio player interaction and events	Play full audio	complete	complete
114	Audio	Audio player interaction and events	Pause the audio	pause	pause
115	Audio	Audio player interaction and events	Resume after the pause	resume	resume
116	Audio	Audio player interaction and events	Change player volume	volumeChange	mediaPlayerVolume should change, but deviceVolume should not
117	Audio	Change device volume	volumeChange	deviceVolume should change, but mediaPlayerVolume should not	
118	Audio	Audio player interaction and events	Mute player volume	volumeChange	{ mediaPlayerVolume : 0, deviceVolume: <float></float>

					}
119	Audio	Audio player interaction and events	Mute device volume	volumeChange	{     mediaPlayerVolume : <float>,     deviceVolume: 0 }</float>
120	Audio	Audio player interaction and events	Audio is backgrounded and still playing. when an app is backgrounded we still get OMID events (such as quartiles and device volume changes). audio can be 100% audible in the background	All Audio Events need to be checked	quartiles and volume
121	Audio	End session	Click on close to close the audio, stop the audio or move to another page creating a new app page session	Session Finish	Finish

## 1.2 Test Cases

S.No	Ad				Expected Result/ value/
	Туре	Test Case	Scenario	Event/ Signal	comment
			Confirm that the app can		
			be installed and from what		
			source		
			Should testing be targeted		
			to specific devices? Device		App installed without error,
1	All	Set-up testing	types?	App installation	and can be opened
			Did the int partner provide		
			any specific credentials for		
2	All	Set-up testing	testing?	Log-in screen	Log-in successful
			Does the app re-use the		
			same code for multiple		
			placements, so that they		
			can be checked as a group	Confirmation from	
3	All	Set-up testing	rather than individually?	Integrator	Confirmation from Integrator
			Is the generic verification		
			script trafficked with the	Check ad /	Signals from generic
4	All	Set-up testing	ad?	impression events	verification script
			Only ads to be tested are	Confirmation from	
5	All	Set-up testing	being served with tracking	Integrator	Confirmation from Integrator
6	All				



		0 0.415	T	1	
		Check OMID			version number of OMID
		compatibility			library and application
		and whether	Load the app page with the	isCompatibleWithOmi	context.
7	All	active	ad	dApiVersion	supported = 'yes'
					return new ad session-
					unique ad session id,
					timestamp
					unique ad session value like:
					2196C74D-6A27-4807-A3D3-
		Ad session is	Load the page with the ad		B08E4F6E0ABA
	A.II	correctly	or reload the page with the		and timestamp aue like
8	All	instantiated	ad	ad session id	1531749570462
		Ad session is			app e.f
		correctly	Ad session context is		"environment":"app",
9	All	instantiated	established properly	environment	timestamp":"1531749570462"
		Ad session is			
		correctly			
10	All	instantiated		adSessionType	native or html
		Ad session is			
		correctly			clid for all ad types except vlid
11	All	instantiated		supports	for video
					partnerName (this is same as
					namespace assigned at the
					time of OM SDK download)
					and partnerVersion
					and partie version
		Ad session is			{"partnerName":"someSDK","
		correctly			partnerVersion":"x.y"},
12	ΛII	instantiated		omidNativeInfo	timestamp":"1531749570462"
12	All	iristaritiateu		Omidivative	serviceVersion,
					,
					sessionClientVersion,
					partnerName,partnerVersion
					_
					E.g.
		<b>.</b>			"omidJsInfo":{"serviceVersion
		Ad session is			":"1.1.2-iab443","omidimplem
		correctly			enter":"omsdk"},
13	All	instantiated		omidJsInfo	timestamp":"1531749570462"
					libraryVersion and appld
					(com.example.appname)
					"app":{"appId":"com.example.
		Ad session is			ent","libraryVersion":"1.1.2-pa
		correctly			rtnername"},
14	All	instantiated		арр	timestamp":"1531749570462"
					mobile device details
		Ad session is			e.g.
		correctly			"deviceInfo":{"deviceType":"iP
15	All	instantiated		Device Info	hone7,2","os":"iOS","osVersio



			T	T	
					n":"11.4.1"},
					timestamp":"1531749570462"
					verification parameter
					provided by the measurement
					provider
					undefined for display ads e.g.
					verificationParameters":"unde
					fined"
					Also displays access mode.
					Always limited when using
					OM SDK
					"accessmode":"limited"
					For native and video ads
					verificationParameters":"iabte
		Ad session is			chlab or some text",
		correctly		verificationParameter	"accessmode":limited
16	All	instantiated		s	
		Ad session is			
		correctly		customReferenceDat	
17	All	instantiated		a (not required)	any string value
		Ad session has			
		error			Generic or Video when video
18	All	instantiating		errorType	ads
		Ad session has			
		error			string value describing the
19	All	instantiating		message	error
					Impression events fire only
					once the ad has loaded
					"""timestamp"":""1531376049
					725"",
					""type"":""impression"",
					""data"":{""mediaType"":""disp
		Ad session slow	Ad is slow to load, eg from		lay"",""viewport"":undefined,
20	All	to instantiate	throttling	ad loaded	""adView"":undefined,"
			End of ad session by		
			closing the ad or starting a		
		Ad session has	new page in app that will		
21	All	finished	dismiss the current ad	sessionFlnish	Finish
	All	Impression has	As soon as the ad is		LiPa at a second to a
<u> 22</u>	All	occurred	displayed on the page	html	display or video
	\/ida-	Impression has		videoEventAdaptorTy	jcustom or nativecustom if the
23	Video	occurred		pe	media type is video
24	\/idoo	Impression has		videoEventAdaptorVe	version number is media type
	Video	occurred		rsion (not required)	is video
	AII	Impression has			viewport size of the device in
25	All	occurred		viewport	height and width



26	All	Impression has occurred		adView	This is geometry change data. E.g. """adView"":{""percentageInView"":100,""reasons"":[], ""timestamp"":""15313760505 20"", ""geometry"":{""width"":351,""height"":351,""x"":12,""y"":80}, ""onScreenGeometry"":{""width"":351,""x"":12,""y"":80}"
07	All	Geometry	All the geometry events are to be displayed for all		
	All	Change data  Geometry Change data	ads	percentageInView geometry	value between 0-100  value like this: {  x: 0,  y: 0,  width: 320, } height: 50
	All	Geometry Change data		onScreenGeometry	{ } x: 0, y: 0, width: 320, height: 50, obstructions:[
		Geometry	Obstruction is present in		{ x: 0, y: 0,
	All	Change data Geometry Change data	onScreen geometry  Reason for obstruction	Obstruction data	width: 320, } height: 50 one or more of: notfound, hidden, backgrounded, viewport,obstructed, clipped
32	Video	Video player interaction and events	Events for video ads	loaded	{     skippable: <boolean>,     skipOffset: <float>,     autoPlay: <boolean>,     position: <string>     }     position values are -     preroll,midroll, postroll,     standalone (when it is not in     video content)</string></boolean></float></boolean>
		Video player interaction and			{     duration: <float>,     videoPlayerVolume: <float>,     deviceVolume: <float> } The videoPlayerVolume</float></float></float>
33	Video	events	Start playing the video	start	range is between 0 and 1.



		1	1	I	The decide Nation
					The deviceVolume range is between 0 and 1.
		Video player			between o and 1.
		interaction and	Play at least 1/4 of video		
34	Video	events	length	firstquartile	firstquartile
	Video	Video player	longar	In ordan the	
		interaction and	Play at least half of video		
35	Video	events	length	midpoint	midpoint
		Video player	1 3		
		interaction and	Play at least 3/4 of video		
36	Video	events	length	thirdquartile	thirdquartile
		Video player			
		interaction and			
37	Video	events	Play full video	complete	complete
		Video player			
		interaction and			
38	Video	events	Pause the video	pause	pause
		Video player			
	\	interaction and	Decome offer the news		
39	Video	events	Resume after the pause	resume	resume
		Video player interaction and			
40	Video	events	Start playing video	bufferstart	bufferstart
10	Video	Video player	Ctart playing video	Dancistart	builerstart
		interaction and			
41	Video	events		bufferfinish	bufferfinish
		Video player			
		interaction and	Use skip video is skip is		
42	Video	events	available	skipped	Only for skippable videos
					values are between 0 and 1- {
		Video player			videoPlayerVolume: <float>,</float>
		interaction and	Change player volume or		deviceVolume: <float></float>
43	Video	events	device volume	volumeChange	}
		) (i.d)	Hide Video by scrolling or		
		Video player interaction and	expanding another page		
11	Video	events	component sothe video is hidden	playerStateChange	minimized
<del></del>	video	Video player	Illiadell	playerolateonarige	IIIIIIIIII III III III III III III III
		interaction and			playerVolume should change,
45	Video	events	Change player volume	volumeChange	but deviceVolume should not
			3. j j	deviceVolume should	
				change, but	
		Change device		playerVolume should	
46	Video	volume	volumeChange	not	
					{
		Video player			videoPlayerVolume: 0,
		interaction and			deviceVolume: <float></float>
47	Video	events	Mute player volume	volumeChange	}



48	Video	Video player interaction and events	Mute device volume	volumeChange	{ videoPlayerVolume: <float>, deviceVolume: 0 }</float>
49	Video	Video player interaction and events	Minimize the video or reduce in size if ap allows that action	playerStateChange	collapsed
50	Video	Video player interaction and events	Play video in player default size	playerStateChange	normal
51	Video	Video player interaction and events	Expand the player if app allows or the app expands the video when it plays the video	playerStateChange	expanded
52	Video	Video player interaction and events	Tap on video to go full screen	playerStateChange	fullscreen
53	Video	Video player interaction and events		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
54	Video	Video player interaction and events	CLick on video to open advertiser landing page- execute click through	adUserInteraction	{ interactionType: <click> }</click>
55	Video	Video player interaction and events	Tap on video to engage with another ad experience	adUserInteraction	{ interactionType: <invitaitonaccept> }</invitaitonaccept>
56	Display	Banner ad session basic check	Load the banner ad	Check all ad session and impression events have occured	see above for ad session and impression event
57	Display	Banner ad session basic check	Reload the banner ad	Check all ad session and impression events have occured	see above for ad session and impression event
58	Display	Banner ad session basic check	On Android rotate the banner- this should start a new ad session	Check all ad session and impression events have occured	see above for ad session and impression event
59	Display	Banner ad viewability geometry	Ad fully in view	percentageInView	this should be 100- also check other geometry values- they should reflect device size in view port and ad size in X,Y parameters
60	Display	Banner ad viewability geometry	Scroll ad partially out of view < 50% in view	percentageInView	value should be < 50
61	Display	Banner ad viewability geometry	Scroll ad partially back in view > 50% but < 100% in view	percentageInView	value should be >50 and < 100



		r		Т	
		Banner ad			
		viewability			
62	Display	geometry	Scroll ad fully out of view	percentageInView	0
		Banner ad			
		viewability			
63	Display	geometry		reason	hidden and / or viewport
			Background the application		
		Banner ad	(go to another app or start		
64	Display	obstructions	camera or lock the screen)	percentageInView	between 0 and 100
	. ,	Banner ad	,		
65	Display	obstructions		obstruction data	as described above
	1 7	Banner ad			
66	Display	obstructions		reason	backgrounded
	,		Hide with another view by		
			opening or expanding		
			another component on the		
			page in the app. e.g open		
		Banner ad	a link that opens another		
67	Display	obstructions	web view	reason	obstructed and/ or hidden
<del></del>	2.00.00	Banner ad	Click to advertiser landing		<i>t</i>
68	Display	interactions	page	adUserInteraction	interactionType: <click> }</click>
	1 7		Tap to engage with ad		{
		Banner ad	component like expand the		interactionType:
69	Display	interactions	ad	adUserInteraction	<invitaitonaccept> }</invitaitonaccept>
	-1 3		Tap on close button if there		
			is e.g. anchored banners		
		Ending the ad	or refresh the app page to		
70	Display	session	get a fresh ad session	session Finish	Finish
	1 7	Pre load			
		scenario			
		(confirm with		Check all ad session	
	Interstiti	app if this		and impression	see above for ad session
71	al	applies)	Load the app	events have occured	events
		rr -=/	Go to the interstitial page		
			in the app (navigate from		
	Interstiti	Ad shown in pre	one page to another until	Check all impression	see above for impression
72		load scenario	interstitial is shown)	occurred events	events
<u> </u>		Ad load and	GO to the interstitial page	Check all ad session	
	Interstiti	shown at the	in the app (please confirm	and impression	see above for ad session and
73		same time	navigation with app owner)	events have occured	impression event
<u> </u>		Interstitial ad	gass		
	Interstiti	viewability			
74		geometry	Ad fully in view	percentageInView	90% or greater
<del>-                                    </del>	<u> </u>	330111011 9	Background the application	p s. comagoni v iow	or ground
	Interstiti	Interstitial ad	(go to another app or start		
75		obstructions	camera or lock the screen)	percentageInView	between 0 and 100
<del>- '3</del>		Interstitial ad	oamora or rook tric sorcerry	Porocitagement	Solwoon o and 100
76		obstructions		obstruction data	as described above
	aı	00001100110110		obstruction data	as uescribeu abuve



	Into votiti	Interestition and	Т	1	Τ
77	Interstiti	Interstitial ad obstructions		rosson	bookgrounded
77				reason	backgrounded
7.0		Interstitial ad	Click to advertiser landing		[{ 
78	aı	interactions	page	adUserInteraction	interactionType: <click> }</click>
			Tap to engage with ad		<u> </u>
	Interstiti	Interstitial ad	component like expand the		interactionType:
79	al	interactions	ad	adUserInteraction	<invitaitonaccept> }</invitaitonaccept>
			Tap on close button if there		
			is or use app navigation to		
		Ending the ad	move out of the interstitial		
80	al	session	ad experience	session Finish	Finish
		Ad session start			
		and impression		Check all ad session	
		for ads in video	Play video content until pre	and impression	see above for ad session
81	Video	content	roll or mid roll or post roll	events have occured	events
					{
					skippable: <boolean>,</boolean>
					skipOffset: <float>,</float>
					autoPlay: <boolean>,</boolean>
					position: <string></string>
					}
					position values are -
			When video ad appears		preroll,midroll, postroll,
			additional video events		standalone (when it is not in
82	Video		need to be verified	loaded	video content)
					{
					skippable: <boolean>,</boolean>
					skipOffset: <float>,</float>
					autoPlay: <boolean>,</boolean>
		Ad session start			position: <string></string>
		and impression			}
		for standalone			position values are -
		ads- autoplay			preroll,midroll, postroll,
		native or	Load the page with the		standalone (when it is not in
83	Video	outstream ads	video ad	loaded	video content)
		Video ad			this should be 100- also
		viewability			check other geometry values-
		geometry for			they should reflect device
		videos inline of			size in view port and ad size
84	Video	the view	Ad fully in view	percentageInView	in X,Y parameters
<u> </u>		Video ad	. ,	1 22 23 32 22 22 22	, 1,
		viewability			
		geometry for			
1		videos inline of	Scroll ad partially out of		
1				i .	•
85	Video			percentageIn\/iew	value should be < 50
85	Video	the view	view < 50% in view	percentageInView	value should be < 50
85	Video	the view Video ad	view < 50% in view Scroll ad partially back in	percentageInView	
	Video Video	the view	view < 50% in view	percentageInView percentageInView	value should be < 50  value should be >50 and < 100



		videos inline of	Ī		
		the view			
		Video ad			
		viewability			
		geometry for			
		videos inline of			
87	Video	the view	Scroll ad fully out of view	percentageInView	0
		Video ad			
		viewability			
		geometry for			
		videos inline of			
88	Video	the view		reason	hidden and / or viewport
		Video ad			
		viewability			
		geometry for	Background the application		
		videos inline of	(go to another app or start		between 0 and 100, video
89	Video	the view	camera or lock the screen)	percentageInView	events available
		Video ad			
		viewability			
		geometry for			
	\	videos inline of			
90	Video	the view		obstruction data	as described above
		Video ad			
		viewability			
		geometry for videos inline of			
01	Video	the view		reason	backgrounded
31	Video	the view	Hide with another view by	Cason	backgrounded
		Video ad	opening or expanding		
		viewability	another component on the		
		geometry for	page in the app. e.g open		
		videos inline of	a link that opens another		
92	Video	the view	web view	reason	obstructed and/ or hidden
			Refer above test case for		
			Video player interaction	see Video player	
		Video playback	and events and execute all	interaction and	see Video player interaction
93	Video	events	scenarios	events scenarios	and events scenarios.
			Click on close to close the		
			video, stop the video or		
			move to another page		
			creating a new app page		
94	Video	End session	session	Session Finish	Finish
					Ensure ad session type is
		Native ad			native and OMIDnative event
95	Native	viewability	Same as banner ads		has the right parameters



# Web Video Test Cases

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
1	All	Set-up testing	Player loads on page	App installation	Specific url for test - web page load
2	All	Set-up testing	Did the int partner provide any specific credentials for testing?	Log-in screen	Log-in successful
3	All	Set-up testing	Can apply for in/out stream	Confirmation from Integrator	Outstream - outstream url instream - instream url URL Must be on a production ready url
4	All	Set-up testing	Is the generic verification script trafficked with the ad?	Check ad / impression events	Signals from generic verification script
5	All	Set-up testing	Only ads to be tested are being served with tracking	Confirmation from Integrator	Confirmation from Integrator
6	All	Check OMID compatibility and whether active	Load the app page with the ad	OmidSupported[true ]	OmidSupported[true]
7	All	Ad session is correctly instantiated	Load the page with the ad or reload the page with the ad	ad session id	return new ad session- unique ad session id, timestamp unique ad session value like: 2196C74D-6A27-4807-A3D3-B0 8E4F6E0ABA and timestamp aue like 1531749570462
8	All	Ad session is correctly instantiated	Ad session context is established properly	environment	app e.f "environment":"web", timestamp":"1531749570462"
9	All	Ad session is correctly instantiated	Video Ad Session	adSessionType	html



10	All	Ad session is		supports	vlid for video
		correctly			
		instantiated			
11	All	Ad session is correctly instantiated		omidJsInfo	serviceVersion, sessionClientVersion, partnerName,partnerVersion  E.g. "omidJsInfo":{"serviceVersion":"1. 1.2-iab443","omidimplementer":" omsdk"}, timestamp":"1531749570462"
12	All	Ad session is correctly instantiated	Impression Type for what OMID impression event you are declaring	impressionType	"loaded", "beginToRender", "onePixel", "viewable", "audible", "other", "unspecified", "definedByJavaScript" e.g. "impressionType": "viewable",
13	All	Ad session is correctly instantiated	Value will be true for all video sessions and for display sessions where integration uses new API. Value will be false for display sessions where integration uses old API.  For 1.3 certification, integrations are required to use 1.3 API.  "supportsLoadedEvent" should be true for all 1.3 certifiable integrations.	supportsLoadedEve nt	"supportsLoadedEvent": true "supportsLoadedEvent": false,
14	All	Ad session is correctly instantiated	-	pageUrl	"pageUrl": www.domain.com
15	All	Ad session is correctly instantiated	URL of top-level web page, as provided by OM integration. Null when integration does not pass contentUrl parameter on	contentUrl	"contentUrl": www.domain.com



Context constructor. underEvaluation ΑII Ad session is default is true, for prod set to 16 correctly false (Compliance should be instantiated true) "underEvaluation": true "canMeasureVisibility": true Ad session is canMeasureVisibilit 17 correctly instantiated videoElement DOM Video Element - Present Ad session is 18 correctly but not parsed to avoid parse instantiated error All Ad session is For compliance testing, we context 19 "accessmode":"limited" "domain" correctly will need a web app in instantiated each access mode to or "full" confirm that this signal may be reflective of the publisher's choice. Ad session is customReferenceD any string value 20 correctly ata (not required) instantiated Ad session errorType Generic or Video when video ads 21 has error instantiating



				_	
22	All	Ad session		message	string value describing the error
		has error			
		instantiating			
	All	Ad session	Ad is slow to load, eg from	ad loaded	Impression events fire only once
23	All	slow to	1	au loaueu	the ad has loaded. The "loaded"
			throttling		
		instantiate			event should also fire only after
					the ad has loaded.
					"""timestamp"":""1531376049725
					""type"":""impression"",
					""data"":{""creativeType"":""displa
					y"",""viewport"":undefined,
					""adView"":undefined,"
24	All	Ad session	End of ad session by	sessionFlnish	Finish
24	All	has finished	closing the ad or starting a		
			new page in app that will		
			dismiss the current ad		
25	AII	Ad session	Load the page with the ad	loaded	Ad is loaded and impression
25	All	start and			occurs
		loaded			
					   "timestamp":1571415828196."tvp
					"timestamp":1571415828196,"typ
					e":"loaded","data":{"mediaType":"
					e":"loaded","data":{"mediaType":" video","creativeType":"video",
		Impression	Part of loaded event -	mediaTvne	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}}
26	All	Impression	Part of loaded event -	mediaType	e":"loaded","data":{"mediaType":" video","creativeType":"video",
26	All	Impression has Occurred	check as part of loaded	mediaType	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video
26	All			mediaType	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4
26	All		check as part of loaded	mediaType	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta
26	All		check as part of loaded	mediaType	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load
26	All		check as part of loaded	mediaType	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video","
26	All		check as part of loaded	mediaType	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video"," creativeType":"video",
26	All	has Occurred	check as part of loaded event		e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video"," creativeType":"video", "impressionType":"onePixel"}}
26	All	has Occurred	check as part of loaded event  Part of loaded event -	mediaType creativeType	e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video"," creativeType":"video",
		has Occurred	check as part of loaded event  Part of loaded event - check as part of loaded		e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video"," creativeType":"video", "impressionType":"onePixel"}} video
		has Occurred	check as part of loaded event  Part of loaded event -		e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video"," creativeType":"video", "impressionType":"onePixel"}} video  10/25/2019, 3:25:46
		has Occurred	check as part of loaded event  Part of loaded event - check as part of loaded		e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video"," creativeType":"video", "impressionType":"onePixel"}} video  10/25/2019, 3:25:46 AM::{"adSessionId":"fb54e94d-5f
		has Occurred	check as part of loaded event  Part of loaded event - check as part of loaded		e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}} video  {"adSessionId":"fb54e94d-5f26-4 43e-ba9a-6b54f44af9bf","timesta mp":1571954146094,"type":"load ed","data":{"mediaType":"video"," creativeType":"video", "impressionType":"onePixel"}} video  10/25/2019, 3:25:46



					estamp":1571954146094,"type":"I oaded","data":{"mediaType":"vide o","creativeType":"video","impres sionType":"onePixel"}}
28	All	Impression has Occurred	Impression Type for what OMID impression event you are declaring. Part of loaded event - check as part of loaded event	impressionType	"loaded", "beginToRender", "onePixel", "viewable", "audible", "other", "unspecified", "definedByJavaScript" e.g. "impressionType": "viewable", "timestamp":1571415828196,"typ e":"loaded","data":{"mediaType":" video","creativeType":"video", "impressionType":"onePixel"}}
29	Video	Impression has occurred	Sunsetted	videoEventAdaptorT ype	Empty / NULL - Does not apply for Web Video
30	Video	Impression has occurred	Sunsetted	videoEventAdaptor Version (not required)	Empty / NULL - Does not apply for Web Video
31	All	Impression has occurred	Used to check that access modes are set correctly. If using creative access mode, friendlyToTop must be false.	friendlyToTop	True or false If testing full-creative access mode, this must be false.
32	All	Impression has occurred	Results will vary based on friendlyToTop and Access Mode. If certifying all access modes, this test must be done in full and creative access modes.	viewport	viewport size is reported in full access. It will be reported as undefined in creative access mode. Limited and Domain could be either reported or undefined depending on whether friendlyToTop is true or false.



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33	All	Impression has occurred	Results will vary based on access mode and friendlyToTop setting of all iframes in a nested iframe setup. If certifying all access modes, this test must be done in full, creative and limited access modes.	adView	This is geometry change data. E.g. """adView"":{""percentageInView" ":100,""reasons"":[], ""timestamp"":""1531376050520" ", ""geometry"":{""width"":351,""heig ht"":351,""x"":12,""y"":80}, ""onScreenGeometry"":{""width"": 351,""height"":351,""x"":12,""y"":8 0}"  It will be reported as undefined in creative access mode. Limited and Domain could be either reported or undefined depending on whether friendlyToTop is true or false.
34	All	Ad session has finished	End of ad session by closing the ad or starting a new page in app that will dismiss the current ad	sessionFlnish	Finish
35	All	Geometry Change data	All the geometry events are to be displayed for all ads Ads need to scroll ad container all the way out of view	percentageInView	value between 0-100
36	All	Geometry Change data	viewport on the web may not apply.	geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
37	All	Geometry Change data		onScreenGeometry	{ } x: 0, y: 0, width: 320, height: 50, obstructions:[
38	All	Geometry Change data	Obstruction is present in onScreen geometry	Obstruction data	Empty for Web Video
39	All	Geometry Change data	Reason for obstruction Tab out of view or minimize browser. Tab not in focus or minimize	reason	one or more of: notfound, hidden, backgrounded, viewport,clipped



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40	All	Geometry Change data	the number of friendly obstructions declared by the integrator for this ad session.	declaredFriendlyOb structions	Empty / NULL - Does not apply for Web Video
41	All	Geometry Change data	the name of the native view class that is obstructing the ad	obstructionClass	Empty / NULL - Does not apply for Web Video
42	All	Geometry Change data	Reason for obstruction	detailedReason	Empty / NULL - Does not apply for Web Video
43	Video	Video player interaction and events	Events for video ads	loaded	{     skippable: <boolean>, skipOffset:     <float>,     autoPlay: <boolean>,     position: <string>     }     position values are -     preroll,midroll, postroll,     standalone (when it is not in     video content)</string></boolean></float></boolean>
44	Video	Video player interaction and events	Start playing the video	start	{     duration: <float>,     videoPlayerVolume: <float>,     deviceVolume: <float> } The videoPlayerVolume range is between 0 and 1. The deviceVolume range is between 0 and 1.</float></float></float>
45	Video	Video player interaction and events	Play at least 1/4 of video length	firstquartile	firstquartile
46	Video	Video player interaction and events	Play at least half of video length	midpoint	midpoint



47	Video	Video player	Play at least 3/4 of video	thirdquartile	thirdquartile
		interaction and events	length		
48	Video	Video player interaction and events	Play full video	complete	complete
49	Video	Video player interaction and events	Pause the video	pause	pause
50	Video	Video player interaction and events	Resume after the pause	resume	resume
51	Video	Video player interaction and events	Start playing video	bufferstart	bufferstart
52	Video	Video player interaction and events		bufferfinish	bufferfinish
53	Video	Video player interaction and events	Use skip video is skip is available	skipped	Only for skippable videos
54	Video	Video player interaction and events	Change player volume or device volume	volumeChange	values are between 0 and 1- { videoPlayerVolume: <float>, deviceVolume: <float> }</float></float>
55	Video	Video player interaction and events	Change player volume or device volume	mediaPlayerVolume	values are between 0 and 1- { mediaPlayerVolume: <float>, deviceVolume: null }</float>
56	Video	Video player interaction and events	Hide Video by scrolling or expanding another page component sothe video is hidden	playerStateChange	minimized, collapsed, normal, fullscreen,expanded
57	Video	Video player interaction and events	Change player volume	volumeChange	playerVolume should change, but deviceVolume should not
58	Video	Change device volume	volumeChange - Set to 1 for Web Video	deviceVolume will be set by omsdk to 'null'	This is auto set to 'null' for web video



59	Video	Video player	Mute player volume	volumeChange	[{
59	video	interaction and events		_	videoPlayerVolume: 0, deviceVolume: null }
60	Video	Video player interaction and events	Mute device volume - This will be set to 'null' for Web video	volumeChange	{ videoPlayerVolume: <float>, deviceVolume: null }</float>
61	Video	Video player interaction and events	Minimize the video or reduce in size if app allows that action	playerStateChange	collapsed
62	Video	Video player interaction and events	Play video in player default size	playerStateChange	normal
63	Video	Video player interaction and events	Expand the player if app allows or the app expands the video when it plays the video	playerStateChange	expanded
64	Video	Video player interaction and events	Tap on video to go full screen	playerStateChange	fullscreen
65	Video	Video player interaction and events		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
66	Video	Video player interaction and events	Click on video to open advertiser landing page- execute click through	adUserInteraction	{ interactionType: <click> }</click>
67	Video	Video player interaction and events	Tap on video to engage with another ad experience	adUserInteraction	{ interactionType: <invitaitonaccept> }</invitaitonaccept>
68	Video	Ad session start and impression for ads in video content	Play video content until pre roll or mid roll or post roll	Check all ad session and impression events have occurred	see above for ad session events
69	Video		When video ad appears additional video events need to be verified	loaded	{     skippable: <boolean>, skipOffset:     <float>,     autoPlay: <boolean>,     position: <string></string></boolean></float></boolean>



position values are preroll, midroll, postroll, standalone (when it is not in video content) Load the page with the Ad session loaded 70 Video skippable: <boolean>, skipOffset: start and video ad impression for <float>. standalone autoPlay: <boolean>, ads- autoplay position: <string> native or outstream ads position values are preroll, midroll, postroll, standalone (when it is not in video content) Video ad Ad fully in view percentageInView this should be 100- also check 71 Video viewability other geometry values- they geometry for should reflect device size in view videos inline of port and ad size in X,Y the view parameters percentageInView value should be < 50 Video ad Scroll ad partially out of 72 Video viewability view < 50% in view geometry for videos inline of the view Video ad Scroll ad partially back in percentageInView value should be >50 and < 100 73 Video viewability view > 50% but < 100% in geometry for view videos inline of the view Video ad Scroll ad fully out of view percentageInView 74 Video viewability geometry for videos inline of the view Video ad reason hidden and / or viewport 75 Video viewability geometry for videos inline of the view Switch browser Tab or between 0 and 100, video events Video ad percentageInView 76 Video viewability minimize available geometry for videos inline of the view Empty / NULL - Does not apply Video ad obstruction data 77 Video viewability for Web Video geometry for videos inline of



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		the view			
78	Video	Video ad		reason	backgrounded
'0		viewability			
		geometry for			
		videos inline of			
		the view			
79	Video	Video ad	Hide with another view by	reason	Empty / NULL - Does not apply
'		viewability	opening or expanding		for Web Video
		geometry for	another component on the		
		videos inline of	page in the app. e.g open		
		the view	a link that opens another		
			web view		
80	Video	Video	Refer above test case for	see Video player	see Video player interaction and
		playback	Video player interaction	interaction and	events scenarios.
		events	and events and execute all	events scenarios	
			scenarios		
81	Video	End session	Click on close to close the	Session Finish	Finish
			video, stop the video or		
			move to another page		
			creating a new app page		
			session		