



# Open Measurement SDK for Web Video

## Onboarding Quick Start for Publishers

---

The Open Measurement SDK for Web Video (OM SDK for Web Video) offers an JavaScript library and API to facilitate third party viewability and verification measurement for ads served to web video environments.

IAB Tech Lab offers an optional compliance program for integration partners who implement OM SDK for Web Video. Publishers who work with these integration partners for other Open Measurement solutions will find two additional steps to support OM SDK for Web Video. These steps account for the security needed in a web environment.

This quick start guide outlines details for these steps. For more details on compliance for integration partners in a web video environment, review the onboarding guide for integration partners found at the following link:

<https://compliance.iabtechnologylab.com/docs/WebVideo/Onboarding%2BGuide%2Bfor%2BIntegrators.pdf>

## Working with Integration Partners

Integration partners work with IAB Tech Lab to certify their OM SDK for Web Video implementation. When publishers onboard an integration partner's video player or ads SDK, they can expect the integration partner to provide specific instructions. In addition to their instructions, publishers must choose an access mode for supporting the integration. These access modes determine how data is shared to the third party measurement provider(s) and are explained as part of the following steps.

To onboard an integration partner, publishers must complete the following steps:

1. **Load the OM SDK for Web Video service script:** the service script must be downloaded into a same-origin and friendly ad container iframe.
2. **Select access mode:** publishers must select the access mode they're willing to support. They must communicate their selection to integration partners and verify whether the third party measurement provider can operate given the publisher's choice of access mode. These access modes are defined in the following section.

## Access Modes

Access mode is a choice publishers make when implementing a video player or ads SDK with certified OM SDK integration into their website. Please talk to measurement provider(s) directly regarding the necessary support given your chosen access mode.

Two access modes are available to publishers:

1. **Creative Access:** Creative access mode is when a verification script can access the creative element (either in the same iframe or from a friendly iframe). This mode enables the measurement tags to directly measure and verify ad creatives. The JavaScript also functions as a conduit to deliver the measurement provider script to the video player.
2. **Limited Access:** In this mode, the measurement provider JavaScript tags load into a sandboxed iframe. Measurement scripts that load into any such sandboxed iframe cannot measure the ad creative directly and, as a result, require the SDK JavaScript to pass measurement events to the measurement scripts using the API for OMID Client Libraries. Because measurement scripts can't measure the creative directly or verify the domain, a measurement provider may consider impressions invalid when collecting data in this access mode.

**Domain Access is deprecated as of February 2025 as well as Domain Access Validation.**

# Onboarding Workflow and Checklist

Publishers can use the following workflow and checklist to onboard integration partners and their third party measurement providers.

Step	Integration Partner/Publisher	OMWG Commit Group	Comments/Milestones
1. Select OM for Web Video Certified Integration Partner			
2. Follow Integration partner specific onboarding instructions			
3. Select Access Mode for each verification script resource	Publisher select an access mode for OM SDK for Web Video (Creative,, Limited)		
			<a href="https://tools.iabtechlab.com/">https://tools.iabtechlab.com/</a>