

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	xpln.ai
Methodological Principles	Does your Attention solution rely on a Data Signals approach (which uses servers/SDKs for Time-in-View, Scroll Depth, clicks, publisher metadata, audibility, etc.)? (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Does your Attention solution utilize a Visual Tracking/Biometric approach (Eye Tracking, cameras)? (Yes/No)	Yes	No	For the open internet (websites and standard applications), the measurement is based on direct measured signals. However, for certain specific environments where tags cannot be deployed (walled gardens, connected TV), DoubleVerify supplements these methodologies with partners that use on partners that use panel-based methodologies and visual tracking technologies	Yes	Yes
	Does your solution incorporate Panel and Survey-Based Methods? (Yes/No)	Yes	No	For the open internet (websites and standard applications), the measurement is based on direct measured signals. It relies on the DoubleVerify tag, which collects real-time signals (touch, scroll, viewability, etc.) without using panels or surveys to generate the attention score. However, for certain specific environments where tags cannot be deployed (walled gardens, connected TV), DoubleVerify supplements these methodologies with partners that use on partners that use panel-based methodologies and visual tracking technologies.	Yes	Yes
	Does your Attention solution rely on Predictive Modeling (Machine learning, feature engineering / AI)? (Yes/No)	Yes	No	DV Attention performs direct measurement combined with predictive modeling to increase coverage only in environments where direct signals are not available.	Yes	Yes
	Does your Attention solution cover both web and in-app or web only? (Both, web only?)	Both	Both	Both	Both	Both
	What devices do you measure (e.g. mobile, desktop, smartTV, CTV/OTT, gaming consoles...) List devices	1. Mobile 2. Desktop 3. CTV/OTT 4. Television 5. Radio 6. DOOH/OOH 7. Cinema	-Desktop -Mobile (Mobile web and in-app environments) -CTV	Mobile (web and in-app) Desktop CTV/OTT	Desktop Mobile and Tablet (web and in app) CTV/ OTT	All devices
	How do you ensure that your Attention measurement solution is GDPR compliant?	Adelaide designs and operates its platform in alignment with the principles of the General Data Protection Regulation (GDPR), including data minimization, purpose limitation, security, and privacy by design. Adelaide does not collect, process, or store personal data or personally identifiable information (PII) as defined under GDPR. All data processed is anonymized and aggregated prior to use and cannot be used to identify any individual. As a result, Adelaide's services generally operate outside the scope of GDPR's personal data processing requirements.	Yes, AdLoox whole verification solution is GDPR compliant.	Attention measurement does not require or use any PII data. It is a impression-based measurement that doesn't involve tracking users. Attention measures exposure and engagement of the creative actions once loaded.  DoubleVerify has a dedicated privacy team that is responsible for maintaining privacy controls that are required as part of local regulations and contractual obligations. DV holds an industry-leading set of certifications, including:  ISO/IEC 27001 (Security Management) ISO/IEC 27701 (Privacy Extension) SOC 2 Type II APEC CPDR & APEC PRP Privacy Frameworks TRUSTe International Privacy Verification TrustArc Responsible AI Governance Certification – DV was the first organisation in the industry to achieve this Compliance with GDPR, CCPA/CPRA, LGPD, PIPEDA, VCDPA, and EU-US/UK/Swiss Data Privacy Frameworks  For more information please visit <a href="https://trust.doubleverify.com">trust.doubleverify.com</a>	Solution is fully GDPR compliant <a href="https://integralads.com/ias-legal-portal/">https://integralads.com/ias-legal-portal/</a>	xpln.ai is privacy-by-design: no PII, no cookies, no device IDs, no persistent identifiers collected at scale. Compliant with GDPR, UK GDPR, and CCPA/CPRA. TCF v2 member (Vendor ID 1142). Dedicated DPO. Panel respondents are opted-in and explicitly consented. Infrastructure hosted on Google Cloud Platform (ISO 27001, SOC 2 Type II); AES-256 at rest, TLS 1.2+ in transit; RBAC, MFA, annual penetration tests. Privacy policy: <a href="https://xpln.ai/privacy">xpln.ai/privacy</a> .

Data signals	If you use data signals in your Attention measurement, please specify which ones?					
	Viewability (Yes/No)	Yes	Yes	Yes	Yes	Yes
Share of screen (Yes/No)	Yes	Yes	Yes	Yes	Yes	
Clutter (number of ads on screen) (Yes/No)	Yes	No	No	Yes	Yes	
Sound on/off (Yes/No)	Yes	Yes	Yes	Yes	Yes	
Ad placement/position (Yes/No)	Yes	Yes	Yes	Yes	Yes	
Ad format (video/static) (Yes/No)	Yes	Yes	Yes	Yes	Yes	
Completion (for video) (Yes/No)	Yes	Yes	Yes	Yes	Yes	
User interaction (Yes/No)	Yes	Yes	Yes	Yes	Yes	
Content quality (Yes/No)	Yes	Yes	Yes	Yes	Yes	
Content type (news, sports...) (Yes/No)	Yes	No	No	Yes	Yes	
Day part (Yes/No)	Yes	No	No	No	Yes	

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Visual Tracking	If you use Visual Tracking / Biometric Tracking in your Attention measurement, please specify the technology you use?					
	Infrared classes (Yes/No)	Yes	N/A	No	Yes (for OOH and POS inventory data collection)	Yes
	Infrared bar on computer (Yes/No)	Yes (partner data)	N/A	No	Yes (in the past, only for desktop advertising)	
	Webcam (Yes/No)	Yes	N/A	No	Yes	Yes (Proprietary webcam eye-tracking technology)
	What is the technical threshold you use to start counting attention?	Adelaide partners may use a minimum saccades threshold approach	N/A	DV is compliant with the standard introduced in the IAB and MRC Attention Guidelines, which requires that some portion of the ad be viewable for any non-zero time (and non-mute audible for audio). In addition to this, DV also requires that the ad be fraud free, brand suitable, and served in the intended geo area.	100ms (i.e. 1/10th of a second)	Technical threshold used is 0.2 seconds
Is the duration of attention calculated by summing discontinuous periods? (Yes/No)	Yes (partner data)	N/A	DV Attention Measurement uses a combination of both consecutive and cumulative (discontinuous) signals.	Yes, but only on the same ad in the same viewable session. If the ad is on screen continuously, but the gaze is split across 2 discontinuous sessions, then the aggregate of the 2 sessions is reported; if the ad is viewable twice (e.g. people scroll down past the ad and then scroll up, revealing it for a second time) then the gaze for the two sessions is not summed	Yes	
Do you report results from visual tracking or is visual tracking used to develop your model or as one of the inputs of your model? (Yes/No)	Yes visual tracking is used to develop our model but we do not report visual tracking results	No	No for the core solution on the Open Web, and Yes for Social and CTV solutions via partners.	Yes	Yes	

Modeling & Validation	If you use a Predictive Modeling in your Attention measurement, what input data is used to develop and train your predictive model?			The models rely on data from DV direct measured signals, expanding the same quality of insights as that gained from the deterministic Attention measurement.		See above
	User Interaction and Behavior Signals (scroll, clicks...) (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Exposure/Viewability Measures (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Metadata describing the ad (Yes/No)	No	No	Yes	Yes	Yes
	Device (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Panel / Survey (Yes/No)	Yes	No	Yes	Yes	Yes
	If yes, what is the size of the panels you used to develop the model (number of panelists)?	Outcomes data provider panels vary in size. TVision panel is 5000 HHs in US/ approx 15k respondents + 500 HHs/ approx 750 respondents in UK (gaze only). Viomba panel is approx 1000 panelists. Total number of panelists from all studies used is approx 20k individuals in total.	N/A	5000 households for CTV, 750,000+ eye-tracking sessions for social	Dataset composition: - 750,000+ eye-tracking sessions across individuals globally - Thousands of in-lab studies across Europe, Middle-East, APAC and US, LATAM, in english and local languages, across social, openweb, CTV, OOH, DOOH, Cinema, Retail Media - Thousands of creative tests through our eye-tracking proprietary technology	+100,000 cumulated panelists across 14 markets (may 2026)
Other (Yes/No and if yes, please specify)	Each of our 19 channel models is built from a unique combination of data ingredients.	N/A		Yes: - Eye Tracking - Real conversations - Context quality		
How many observations is your training data set based on?	Adelaide uses approx 1m survey-based data points and over 100m mid and lower-funnel data points to establish our training set.	Each impression is considered in AdLoox validation model	DV measures billions (>65bn) of impressions every month for attention measurement.	The training data set for the IAS Quality Attention predictive model is based on a massive foundation comprising billions of impressions and millions of conversions. Additionally, the research and models are refined using millions of advertising data signals.	7M to 8M observations	
Which countries do these observations come from?	Channel models include gaze data from TVision (US and UK) and Viomba (US, Finland, Germany, Denmark). Outcomes data are generated in the countries where our measured campaigns run. (Our conversion and survey training is more broad)	All countries covered by AdLoox JS tracking tech	DV Attention measurement works globally, across virtually every country.	All markets	USA, UK, FR, IT, ES, DE, BE, NL, CH, AT, BR, JP, SE, CA	
Have you performed a cross-validation of your predictive model to prove its reliability? (Yes/No)	Yes	N/A	Yes. DV regularly validates their models, and validate reliability of attention measurement with individual clients	Yes: validation exercises have been performed by PwC and Imperial College, University of London	Yes	

Covered Media	Is your solution designed and equipped to measure advertising attention on:					
	Linear TV (Yes/No)	Yes	No	No	No	No
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Visual Tracking (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Panel and Survey-Based Methods (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Predictive Models (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Connected TV (replay of linear TV and SVOD) (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Visual Tracking (Yes/No)	Yes	No	Yes	Yes	Yes
	Panel and Survey-Based Methods (Yes/No)	Yes	No	Yes	N/A	No
	Predictive Models (Yes/No)	Yes	No	Declined to comment	Yes	Yes
	Facebook (Yes/No)	Yes	Yes	No	Yes	Yes
	If so, do you have a contractual partnership with Facebook that notably gives you access to granular data for the calculation of metrics?	No (not today, but we expect to soon)	No			Yes
If so, what type of platform reporting access do you use to calculate attention metrics? (Select or indicate the highest level of access)						
Platform reporting interfaces or scheduled data				Yes	Yes	Yes
Platform reporting API						
Certified partner reporting APIs for attention measurement programs						
If yes, specify the different methodologies employed for measurement:						
Data Signals (Yes/No)	Yes	Yes	N/A	Yes	Yes	Yes
Visual Tracking (Yes/No)	No	No	N/A	Yes	Yes	Yes
Panel and Survey-Based Methods (Yes/No)	No	No	N/A	No	No	No
Predictive Models (Yes/No)	Yes	Yes through Ad Exposure Measurement Studies	N/A	Yes	Yes	Yes

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Covered Media	Instagram (Yes/No)	Yes	Yes	Declined to comment	Yes	Yes
	If so, do you have a contractual partnership with Instagram that notably gives you access to granular data for the calculation of metrics?	No (not today, but we expect to soon)	No		Yes	No
	If so, what type of platform reporting access do you use to calculate attention metrics? (Select or indicate the highest level of access) Platform reporting interfaces or scheduled data Platform reporting API Certified partner reporting APIs for attention measurement programs				Yes	Yes Yes
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	Yes	N/A	Yes	Yes
	Visual Tracking (Yes/No)	Yes	No	N/A	Yes	Yes
	Panel and Survey-Based Methods (Yes/No)	Yes	No	N/A	No	No
	Predictive Models (Yes/No)	Yes	Yes through Ad Exposure Measurement Studies	N/A	Yes	Yes
	Snapchat (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If so, do you have a contractual partnership with Snapchat that notably gives you access to granular data for the calculation of metrics?	No		<a href="https://doubleverify.com/company/newsroom/doubleverify-debuts-first-of-its-kind-attention-measurement-for-social-launching-with-snap">https://doubleverify.com/company/newsroom/doubleverify-debuts-first-of-its-kind-attention-measurement-for-social-launching-with-snap</a>	Yes	No
	If so, what type of platform reporting access do you use to calculate attention metrics? (Select or indicate the highest level of access) Platform reporting interfaces or scheduled data Platform reporting API Certified partner reporting APIs for attention measurement programs				Yes	Yes Yes
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	No	Yes	Yes	Yes
	Visual Tracking (Yes/No)	Yes	No	Yes	Yes	Yes
	Panel and Survey-Based Methods (Yes/No)	Yes	No	Yes	No	No
	Predictive Models (Yes/No)	Yes	Yes through Attention Measurement Studies	Yes	Yes	Yes
	TikTok (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If so, do you have a contractual partnership with TikTok that notably gives you access to granular data for the calculation of metrics?	No		<a href="https://doubleverify.com/company/newsroom/doubleverify-expands-its-authentic-attention-to-tiktok-as-the-first-to-badge-tiktok-marketing-partner-for-impression-level-attention-insights">https://doubleverify.com/company/newsroom/doubleverify-expands-its-authentic-attention-to-tiktok-as-the-first-to-badge-tiktok-marketing-partner-for-impression-level-attention-insights</a>	Yes	No
	If so, what type of platform reporting access do you use to calculate attention metrics? (Select or indicate the highest level of access) Platform reporting interfaces or scheduled data Platform reporting API Certified partner reporting APIs for attention measurement programs				Yes	Yes Yes
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	No	Yes	Yes	Yes
	Visual Tracking (Yes/No)	Yes	No	No	Yes	Yes
	Panel and Survey-Based Methods (Yes/No)	Yes	No	No	No	No
	Predictive Models (Yes/No)	Yes	Yes through Attention Measurement Studies	Yes	Yes	Yes
	X (Yes/No)	Yes	No	No	Yes	Yes
	If so, do you have a contractual partnership with X that notably gives you access to granular data for the calculation of metrics?	No				No
	If so, what type of platform reporting access do you use to calculate attention metrics? (Select or indicate the highest level of access) Platform reporting interfaces or scheduled data Platform reporting API Certified partner reporting APIs for attention measurement programs				Yes	Yes Yes
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	No	N/A	Yes	Yes
	Visual Tracking (Yes/No)	Yes	No	N/A	Yes	Yes
	Panel and Survey-Based Methods (Yes/No)	Yes	No	N/A	No	No
	Predictive Models (Yes/No)	Yes	No	N/A	Yes	Yes
	YouTube (Yes/No)	Yes	Yes	Declined to comment	Yes	Yes
	If so, do you have a contractual partnership with YouTube that notably gives you access to granular data for the calculation of metrics?	Yes				No
	If so, what type of platform reporting access do you use to calculate attention metrics? (Select or indicate the highest level of access) Platform reporting interfaces or scheduled data Platform reporting API Certified partner reporting APIs for attention measurement programs	Yes			Yes	Yes Yes
	If yes, specify the different methodologies employed for measurement:					
Data Signals (Yes/No)	Yes	Yes	N/A	Yes	Yes	
Visual Tracking (Yes/No)	Yes	No	N/A	Yes	Yes	
Panel and Survey-Based Methods (Yes/No)	Yes	No	N/A	No	No	
Predictive Models (Yes/No)	Yes	Yes through Attention Measurement Studies	Yes	Yes	Yes	
Open Web (Yes/No)	Yes	Yes	Yes	Yes	Yes	
If yes, specify the different methodologies employed for measurement:						
Data Signals (Yes/No)	Yes	Yes	Yes	Yes	Yes	
Visual Tracking (Yes/No)	Yes	No	No	Yes	Yes	
Panel and Survey-Based Methods (Yes/No)	Yes	No	No	No	No	
Predictive Models (Yes/No)	Yes	No	Yes	Yes	Yes	

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Covered Media	Terrestrial Radio (Yes/No)	Yes	No	No	No	No
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Panel and Survey-Based Methods (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Predictive Models (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Digital Audio (Yes/No)	Yes	No	No	No	No
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Panel and Survey-Based Methods (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Predictive Models (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Print (Yes/No)	No	No	No	No	No
	If yes, specify the different methodologies employed for measurement:	N/A				N/A
	Data Signals (Yes/No)	N/A	N/A	N/A	N/A	N/A
	Visual Tracking (Yes/No)	N/A	N/A	N/A	N/A	N/A
	Panel and Survey-Based Methods (Yes/No)	N/A	N/A	N/A	N/A	N/A
	Predictive Models (Yes/No)	N/A	N/A	N/A	N/A	N/A
	OOH (Yes/No)	No	No	No	No	No
	If yes, specify the different methodologies employed for measurement:	N/A				
	Data Signals (Yes/No)	N/A	N/A	N/A	N/A	N/A
	Visual Tracking (Yes/No)	N/A	N/A	N/A	N/A	N/A
	Panel and Survey-Based Methods (Yes/No)	N/A	N/A	N/A	N/A	N/A
	Predictive Models (Yes/No)	N/A	N/A	N/A	N/A	N/A
	DOOH (Yes/No)	Yes	No	No	No	No
	If yes, specify the different methodologies employed for measurement:					
	Data Signals (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Visual Tracking (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Panel and Survey-Based Methods (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Predictive Models (Yes/No)	Yes	N/A	N/A	N/A	N/A
	Cinema (Yes/No)	Yes	No	No	No	No
	If yes, specify the different methodologies employed for measurement:					
Data Signals (Yes/No)	Yes	N/A	N/A	N/A	N/A	
Visual Tracking (Yes/No)	Yes	N/A	N/A	N/A	N/A	
Panel and Survey-Based Methods (Yes/No)	Yes	N/A	N/A	N/A	N/A	
Predictive Models (Yes/No)	Yes	N/A	N/A	N/A	N/A	
Research partners	Do you have research partners to measure attention? (Yes/No)	Yes	No	Yes	Yes	Yes
	If yes, which ones?	Viomba, Tobii, Tvision, Vertical Impressions, Amazon Ads, Attain, Kantar, Microsoft Advertising, Nielsen, Quantcast, Cint Group, DISQO, Dynata, Foursquare, Ipsos, Lucid, OnDevice, Quantcast, Upwave, Attain, IRI, Data Plus Math (LiveRamp)	N/A	Lumen - Tvision - Kantar - Upwave - Eye Square - Attain	Lumen Research - Snap Inc - YouGov	