CESP Attention Grid

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 CBPR & 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 trust.doubleverify.com	Solution is fully GDPR compliant https://integralads.com/ias-legal-portal/	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: xpln.ai/privacy.
Data signals	If you use data signals in your Attention measurement, please specify which ones?					
	Viewability (Yes/No)	Yes	Yes		Yes	Yes
	Share of screen (Yes/No)	Yes	Yes		Yes	Yes
	Clutter (number of ads on screen) (Yes/No)	Yes	No		Yes	Yes
	Sound on/off (Yes/No)	Yes	Yes		Yes	Yes
	Ad placement/position (Yes/No)	Yes	Yes		Yes	Yes
	Ad format (video/static) (Yes/No)	Yes	Yes		Yes	Yes
	Completion (for video) (Yes/No)	Yes	Yes		Yes	Yes
	User interaction (Yes/No)	Yes	Yes		Yes	Yes
	Context quality (Yes/No)	Yes	Yes		Yes	Yes
	Content type (news, sports...) (Yes/No)	Yes	No		Yes	Yes
	Day part (Yes/No)	Yes	No		No	Yes

CESP

CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	xpln.ai
Visual Tracking	If you use Visual Tracking / Biometric Tracking in your Attention measurement, please specify the technology you use?					
	Infrared glasses (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)	Yes
	Webcam (Yes/No)	Yes	N/A	No	Yes	Yes (Proprietary webcam eyetracking 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 visible 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 gazefor 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)	Yes	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 inlab 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 panellists 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 country.ies 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	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	N/A	Yes	Yes
	Visual Tracking (Yes/No)		No	N/A	Yes	Yes
	Panel and Survey-Based Methods (Yes/No)		No	N/A	No	No
	Predictive Models (Yes/No)		Yes through Ad Exposure Measurement Studies	N/A	Yes	Yes

CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	xpln.ai
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		https://doubleverify.com/company/newsroom/doubleverify-debuts-first-of-its-kind-attention-measurement-for-social-launching-with-snap	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 thatnotably gives you access to granular data for the calculation of metrics	No		https://doubleverify.com/company/newsroom/doubleverify-expands-dv-authentic-attention-to-tiktok-as-the-first-badged-tiktok-marketing-partner-for-impression-level-attention-insights	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	No	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	N/A	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

CESP

CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	xpln.ai
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	

CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	Xpln.ai
Audit	Has your Attention solution been audited by an independent third party? (Yes/No)	Yes	No	Yes	Yes	No
	If yes, when was your solution audited?	H1 2025. Publication in July 2025	N/A	Annually		N/A
MRC Accreditation	Is the Sophisticated Invalid Traffic (SIVT) filtration of your solution accredited by the MRC (Media Rating Council)? (Yes/No)	No	Yes	Yes	Yes	No***
	Are viewable impressions delivered by your solution accredited by the MRC? (Yes/No)	No	Yes	Yes	Yes	No***
	Are your Attention Metrics accredited by the MRC? (Yes/No)	No*	No	Yes. DV Attention metrics are accredited for Video & Display in Desktop, Mobile Web and Mobile App environments.	No**	No***

**MRC specified that Adelaide Metrics has completed a MRC pre-audit. Their MRC audit status is currently "under review" for AU (media placements' potential to deliver an attentive Impression), within the following channels:*
- Digital - Display and Video
- Audio - Podcasts, Streaming Audio, Terrestrial Audio
- Linear TV
- Cinema

***Under review*

***MRC specified that Xpln.ai audit status is currently "under review" for Display and Video Impressions, Viewable Impressions and viewability metrics, and Attention metrics, all inclusive of SIVT filtration - Mobile Web and Mobile In-App*

CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	Xpln.ai
Metrics	Which key attention metrics do you report on?					
	Metric 1:					
	Name	AU (Attention Unit)	In View Stride Score	DV Attention Index	Quality Attention Score	Attention Time: Raw value of estimated fixation time, where 0s = inattention
	Metric 2:					
	Name		Engagement Score	Exposure Index	Visibility Metrics	Attention Rate (n)s: Proportion of impressions above a fixed threshold of attention. Note: This threshold can be defined by the client.
	Metric 3:					
	Name		Viewport Size Score	Engagement Index	Situation	Attention Time on Attentive Impressions: Raw value of estimated fixation time exclusing impressions where Attention is inferior to 0.2s
	Metric 4:					
	Name		Attention Score		Interaction	Cost per Attentive Second (CPaS): Average Cost for each second of Attention.
	Metric 5:					
	Name		Attention Score Measured		Attention metrics % viewed, viewing time, Attentive seconds and Attentive seconds per 1000 impressions (APM) Buying metrics aCPM, rCPM	aCPM: Attentive CPM. Purchase CPM divided by the Attention Rate
	Metric 6:					
	Name		Attention Rate		Yes	
	Metric 7:					
	Name		Maximum Possible (Attention) Score			
	When applicable, do you report metrics - With MRC threshold (you discount impressions generating attention which are viewed less than one continuous second for display and two for video) (Yes/No) - Without MRC threshold (Yes/No)	N/A	- Yes - Yes	DV scores both IAB viewable and non-IAB viewable impressions. Users can choose to analyze the data holistically or view each category separately.	Without MRC thresholds: the attention calculations start at 100ms	- Yes - Yes
	Are the results based on actual observations of the campaign or on a predictive score calculated by a model? (Yes/No)	On a predictive score calculated by a model which includes actual campaign observations	Yes, on actual observations but not on predictive score (for open web): using a predictive score and modelling for walled gardens.	It depends on the measured environment. Open Web (Desktop, Mobile, In-App): Results are based on real observations (deterministic), leveraging analysis of more than 50 data points collected in real time by the DV tag directly on the user's device, combined with predictive modeling to improve accuracy where direct signals may not be available. Social and CTV (Modeled): On closed platforms and Connected TV, results are model-based. DV combines data measured on the device, feeds it into trusted third-party partner managed eye-tracking panels to model and estimate attention across these environments. Activation and Optimization: Separately from measurement, DV offers power pre-bid optimization using Attention data to optimize media buying toward higher-attention inventory. This is an activation capability — it does not influence how attention is measured or scored.	Yes	On a predictive score calculated by a model which includes actual campaign observations
	Do you provide attention Benchmarks (average) (by media / format /country) allowing users to evaluate their campaign performance? (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If yes, which data are they based on? (size of database, countries covered and recency)	Currently by media channel and placement. At this time we do not report country-level benchmarks.	- Size of database: The benchmark is calculated using the compiled and weighted average of attention scores from all campaigns across Adloox's client base (more than 300 brands and a large volume of daily impressions). - Countries covered: The benchmark covers more than 200 countries worldwide. - Recency: The benchmark is continuously updated and calculated as a rolling average, available over 3-month windows based on a 13-month data retention framework. Within this window, end users can break down the data by day, week, or any custom period of their choosing.	DV measures billions (>65bn) of impressions every month to maintain our global attention benchmarks. DV provides Industry Benchmarks where clients can compare performance against 11 different industry verticals with filtering by buying channel, region, market, device delivery, media type, ad size, and ad duration for apples-to-apples comparison. DV Attention dashboards are updated hourly, and the Industry Benchmarks dashboard is updated monthly.	Total dataset: 1m+ individual user sessions, data on over 5m ads, 6bn gaze points; data collected from 37 countries; entire data database used to create models, with dataset updated periodically as additional data collected	Over 150BN impressions, across 50+ markets, rolling average of last 12 months, updated twice a year.
	Do you predict business outcomes (brand lift, conversions…) based on attention measurement? (Yes/No)	Yes	No	DV does not predict business outcomes; however, Authentic Attention has been correlated to real business outcomes with our advertiser clients.	Yes	Yes

Score	*If you provide an Attention Score,*					
	Is the score expressed on a universal scale of 0 to 100 or as an index (Base 100)? (0-100 / Base 100 Index / Other)	0-100	0-100	Base 100 Index	A unified predictive score ranging from 1 to 100, calculated using an advanced machine learning model that weights deterministic media quality signals (Visibility, Context, and Interaction) alongside probabilistic biometric eye-tracking data from Lumen Research.	NA
	Do you report a composite Attention score? (Yes/No)	No	Yes	Yes	Yes	NA
	Does the distribution of weighting among the different score components vary according to the format, device, or campaign objective? (Yes/No)	Yes	No	N/A	Yes	NA
	What is the average percentage weighting attributed to Viewability/Exposure in the calculation of your score? (Provide a number in %)	Adelaide does not make its score component weights available outside product audit contexts.	Not willing to share this information.	N/A	IAS does not wish to share this information	NA
	Do user interactions (scroll, cursor, etc.) represent more than 25% of the total score weighting? (Yes/No)	Adelaide does not make its score component weights available outside product audit contexts.	Not willing to share this information.	DV indices are not weighted. User interactions are reported under the Engagement index, which analyzes key user-initiated events that occur while the ad creative is displayed, including user touches, screen orientation, video playback, and audio control interactions.	IAS does not wish to share this information. These interactions are represented in the % of pixels viewable + viewable time factors	NA

CESP Attention Grid

Category		Adelaide	Adloox - Peer39	DoubleVerify	IAS	Xpln.ai
Integration with partners	Is your attention solution integrated in a SSP? (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If yes, with which ones?	Equativ, Index Exchange, Kargo, Magnite, OpenX, Pubmatic, Teads, TripleLift, Yahoo	Pubmatic, Equativ	Criteo	Google Ad Manager / Google AdX , Index Exchange, Magnite, PubMatic, Equativ, OpenX & Yahoo SSP	Index, Equativ, OpenX, Pumatic
	Is your attention solution integrated in an DSP? (Yes/No)	Yes	Yes	Yes	Yes	Yes
	If yes, - Measurement only - Measurement and activation	Measurement and activation	Measurement and activation	Measurement and activation	Measurement and activation	Measurement and activation
	If yes, with which ones?	Adlook, Adobe, Amazon DSP, Google DV360, Microsoft, Quantcast, Seedtag, TTD, Viant, Yahoo	Pubmatic, Equativ, GAM, TTD, Viant, Amazon, Yahoo, Basis/Centro	Pre-Bid Universal Attention Activation Segment Provides a single pre-bid segment that leverages DV post-bid attention data to eliminate low performing inventory - AdForm - Amazon DSP - Beeswax - Curation by Google Ad Manager - LoopMe - Microsoft Invest DSP - Nexxen DSP - StackAdapt - The Trade Desk - Viant - Zeta DV AI Bid Optimization Combines DV's proprietary attention signals and AI-powered ad decisioning to optimize towards metrics related to DV's Authentic Attention - The Trade Desk - DV360 - Microsoft Invest DSP - Beeswax	IAS Prebid Attention segments under Context Control section : DV360, TTD, Amazon DSP, Adform,Viant, Yahoo, Basis, DeepIntent, Infillion, StackAdapt, Nexxen, Zeta Global, Pulsepoint, Beeswax, Quantcast, Amobee, MediaSmart, Taboola, Teads Ad Manager, Ogury	Prebid Attention Targeting : The Trade Desk (TTD) Prebid Custom Bidding algorithms : DV360

CESP Attention Grid

Category	How is your Attention Measurement Solution used by your clients?	Adelaide	Adloox - Peer39	DoubleVerify	IAS	Xpln.ai
Use cases	Campaign measurement (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Real time campaign optimisation (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Campaign planning (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Trading (Yes/No)	Yes	Yes	Yes	Yes	Yes
	Input in marketing mix modeling (econometry) (Yes/No)	Yes	No	Yes	Yes	Yes