

Interpretation of the Initial Better Ads Standards - Advisory
September 15, 2017

As the recently-released initial Better Ads Standards are reviewed and implemented in the marketplace, matters of interpretation of the Standards may arise. Until such time as the Coalition finalizes an overall framework for interpretation of the Standards generally, or for resolution of contested interpretations of a particular Standard, the Coalition may determine that certain types of ad experiences are sufficiently unclear as to the tested ad experience to which they are associated and therefore are considered in contention.

In connection with the initial Better Ads Standard for Pop-up Ads (desktop or mobile web), two types of ad experiences have been brought to the Coalition's attention:

- (1) Ads appearing in images or interactive content (videos or games) and that take up 30% or less of the image or interactive content; and
- (2) Exit pop up ads that occur after a user has ceased active engagement with content, and which occur (a) when the user starts to leave the page (without interfering with the user's departure); (b) if the user has been inactive or idle for more than 30 seconds on a page that does not contain video content; (c) once the user has reached the end of the first article on a page; or (d) if a user purposely navigates to another tab and then returns to the open page.

The Coalition determines that these two types of ad experiences are in contention, and are therefore not presently included under the Better Ads Standard for Pop-up Ads (desktop or mobile web). It is anticipated that these ad experiences will be submitted for evaluation.