



Open Measurement SDK

Integration Validation Test Cases

October 2022

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 native 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 native 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 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 here:

<https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/Integration%2BValidation%2BCompliance%2BGuide.pdf>

It 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 Commit 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 [here](#).

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

Open Measurement Working Group

Commit Group Members

DoubleVerify	IAB Tech Lab	Oracle's Moat
Google	Nielsen	Pandora
Integral Ad Science	Human	

Working Group Members

Learn more about Open Measurement Working Group and it's members at the following URL:

<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	Added test cases for 1.4 (CTV)	Jill Wittkopp (jill@iabtechlab.com)	10/05/2022
Version 2.1	Added new test cases for user inactivity event	Jill Wittkopp (jill@iabtechlab.com)	05/05/2023

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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 for downloading the SDK and other integration instructions:

<https://omsdk-demo-files.s3-us-west-2.amazonaws.com/docs/Integration%2BValidation%2BCompliance%2BGuide.pdf>

1.4 Integration Test Cases

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
1	CTV-All	Set-up testing	Confirm app is installed and can run properly with ads. User can login if credentials are provided.	App installation	CTV app provided by integrator. App installed without error, and can be opened
2	CTV-All	Set-up testing	Is the compliance script trafficked with the ad?	Check ad / impression events for compliance	Signals from generic verification script
3	CTV-All	Check OMID compatibility and whether active	Load the app with the ad	OmidSupported[true]	OmidSupported[true]
4	CTV-All	Ad session is correctly	As session Start	sessionStart	timestamp : 1653206565763 ; type

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
		instantiated			= { sessionStart }
5	CTV-All	Ad session is correctly instantiated	Load the app 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 are like 1531749570462
6	CTV-All	Ad session is correctly instantiated	Ad session context is established properly. value will be app or web for CTV	environment	app or web "environment":"web", timestamp:"1531749570462"
7	CTV-All	Ad session is correctly instantiated	Ad Session: native html javascript	adSessionType	native, html or javascript tvOS only supports native and not html/javascript
8	CTV-All	Ad session is correctly instantiated		supports	clid for all ad types except vclid for video
9	CTV-All	Ad session is correctly instantiated		omidJsInfo	serviceVersion, sessionClientVersion, partnerName,partnerVersion E.g. "omidJsInfo":{"serviceVersion":"1.1.2-iab443","omidimplementer":"omsdk"}, timestamp:"1531749570462"
10	CTV-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",
11	CTV-All	Ad session is correctly instantiated	Value will be true for all video sessions and for display sessions where integration uses new API. Value	supportsLoadedEvent	"supportsLoadedEvent": true "supportsLoadedEvent": false,

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
			<p>will be false for display sessions where integration uses old API.</p> <p>For 1.3 certification, integrations are required to use 1.3 API.</p> <p>"supportsLoadedEvent" should be true for all 1.3 certifiable integrations.</p>		
12	CTV-All	Ad session is correctly instantiated	URL of top-level web page, as determined by OM SDK JS service. Null when JS service is cross-domain or running in a mobile app.	pageUrl	"pageUrl": www.domain.com
13	CTV-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 Context constructor.	contentUrl	"contentUrl": www.domain.com
14	CTV-All	Ad session is correctly instantiated		verificationParameters	verification parameter provided by the measurement provider Also displays access mode. "accessmode": "limited" or "creativeaccess" verificationParameters": "iabtechlab or some text", ctv-app - limited ctv-web - full, creative and limited
15	CTV-All	Ad session is correctly instantiated		customReferenceData (not required)	any string value
16	CTV-All	Ad session has error instantiating		errorType	Generic or Video when video ads
17	CTV-All	Ad session has		message	string value describing

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
		error instantiating			the error
18	CTV-All	Ad session slow to instantiate	Ad is slow to load, eg from throttling	ad loaded	Impression events fire only once the ad has loaded. The "loaded" event should also fire only after the ad has loaded. <pre> { "timestamp": "1531376049725", "type": "impression", "data": { "creativeType": "display", "viewport": undefined, "adView": undefined, </pre>
19	CTV-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
20	CTV-All	Ad session start and loaded	Load the page with the ad	loaded	Ad is loaded and impression occurs <pre> { "timestamp": 1571415828196, "type": "loaded", "data": { "mediaType": "video", "creativeType": "video", "impressionType": "onePixel" } </pre>
21	CTV-All	CTV User Inactivity - App launch	Part of startSession context Determine the last time user has interacted w/ the device Launch app and record lastActivity. Value should remain the same unless some activity occurs (e.g. pause/resume, background/foreground, etc) Schedule mid-roll ad, pre-roll ad, post roll and let play.	lastActivity	<pre> {"timestamp": 1637163009335, "type": "sessionStart", "lastActivity": {"timestamp": 1637163009335}} </pre>

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
			lastActivity should be same as the previous time while the timestamp signal is updated accordingly		
22	CTV-All	CTV User Inactivity - consecutive ad sessions	Part of startSession context - After initial app launch, the lastActivity should remain the same unless some activity occurs (e.g. pause/resume, background/foreground, etc) - Schedule mid-roll ad, pre-roll ad, post roll and let ads play. lastActivity should be same as the previous time while the sessionStart timestamp signal is updated accordingly - OM SDK should automatically handle this event	lastActivity	"{"timestamp":1637163009335,"type":"session Start", "lastActivity":{"timestamp":1637163009335}}
23	CTV-All	CTV User Inactivity - background/foreground	Part of startSession context - backgrounding/foregrounding the app should update the lastActivity timestamp - lastActivity should be present and should be less than the sessionStart timestamp - OM SDK should automatically handle this event	lastActivity	"{"timestamp":1637163009335,"type":"session Start", "lastActivity":{"timestamp":1637163009335}}
24	CTV-All	CTV User Inactivity - Force Quite/restart	Part of startSession context - Same test as initial app launch - Force quit/relaunch	lastActivity	"{"timestamp":1637163009335,"type":"session Start", "lastActivity":{"timestamp":1637163009335}}

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
			app and record lastActivity - lastActivity must be present on initial app launch and should be less than the sessionStart timestamp		
25	CTV-All	CTV User Inactivity - Publisher Initiated Event (optional)	Part of startSession context - If available, the publisher initiated event (e.g., 'Are you still watching'), should update the lastActivity timestamp - lastActivity should be present and should be less than the sessionStart timestamp	lastActivity	"{"timestamp":1637163009335,"type":"session Start", "lastActivity":{"timestamp":1637163009335}}
26	CTV-All	CTV Identify CTV Traffic	Identify if the user is on a CTV device or not (CTV MOBILE DESKTOP OTHER UNDEFINED) If category cannot be determined (OM SDK for Web) or is not CTV or mobile (e.g Android is running in a car) the property will be left undefined.	deviceCategory	ctv mobile desktop other undefined
27	CTV-All	Ad session start and impression for ads in video content	Impression occurs after the loaded event	impression	"{"timestamp":1637163009335, "type":"impression", "data":{"viewport":{"width":829,"height":652}, "adView":{"percentageInView":0,"reasons":["viewport"], "geometry":{"width":700,"height":393,"x":44.5,"y":-5,"pixels":275100}, "onScreenGeometry":

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
					<pre>{ "width":0,"height":0, "x":0,"y":0,"pixels":0, "obstructions":[], "friendlyObstructions":[]}, "declaredFriendlyObstructions":0, "impressionType":"beginToRender", "mediaType":"video", "creativeType":"video"}</pre>
28	CTV-All	Impression has Occurred	Part of loaded event - check as part of loaded event	mediaType	<pre>{ "adSessionId":"fb54e94d-5f26-443e-ba9a-6b54f44af9bf", "timestamp":1571954146094, "type":"loaded", "data":{"mediaType":"video", "creativeType":"video", "impressionType":"onePixel"}}</pre>
29	CTV-All	Impression has Occurred	Part of loaded event - check as part of loaded event	creativeType	video, htmlDisplay or nativeDisplay 10/25/2019, 3:25:46 AM::{"adSessionId":"fb54e94d-5f26-443e-ba9a-6b54f44af9bf", "timestamp":1571954146094, "type":"loaded", "data":{"mediaType":"video", "creativeType":"video", "impressionType":"onePixel"}}
30	CTV-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, "type":"loaded", "data":{"mediaType":"video", "creativeType":"video",

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
					"impressionType":"one Pixel"}}
31	CTV-Video	Impression has occurred	Sunsetted	videoEventAdaptorType	Empty / NULL - Does not apply for Web Video
32	CTV-Video	Impression has occurred	Sunsetted	videoEventAdaptorVersion (not required)	Empty / NULL - Does not apply for Web Video
33	CTV-All	Impression has occurred		viewport	viewport size may be null for web. cross origin to top frame=null
34	CTV-All	Impression has occurred		adView	This is geometry change data. E.g. <pre> ""adView"":{"percentageInView":100,"reasons":[], "timestamp":"1531376050520", "geometry":{"width":351,"height":351,"x":12,"y":80}, "onScreenGeometry":{"width":351,"height":351,"x":12,"y":80} </pre>
35	CTV-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
36	CTV-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 For CTV: 0% for no connection or backgrounded 100% if there is a connection and in foreground value should be >0 and < 100 for events that impact viewability Example: menu covering	percentageInView	value between 0-100
37	CTV-All	Geometry Change	viewport on web may	geometry	value like this: {

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
		data	not apply.		x: 0, y: 0, width: 320, } height: 50
38	CTV-All	Geometry Change data		onScreenGeometry	{ } x: 0, y: 0, width: 320, height: 50, obstructions:[
39	CTV-All	Geometry Change data	Obstruction is present in onScreen geometry	Obstruction data	Empty for Web Video. Applies to ctv-app 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	CTV-All	Geometry Change data	Reason for obstruction Tab out of view or minimize browser. Tab not in focus or minimize For CTV, no connection status	reason	one or more of: notfound, hidden, backgrounded, viewport,clipped, noOutputDevice for CTV
41	CTV-All	CTV display connection status TV On	Connection is On	reason	On connection should have no reason code and viewability at 100% "reasons":"","[],timestamp : 1627481549728 ; [percentageInView]=100;
42	CTV-Video	CTV display connection status - TV Off	Connection is Off OM SDK determines that there is no display connection by 1 of 3 ways Turn TV on/off, swap HDMI Cable or change Input in device	noOutputDevice, backgrounded	noOutputDevice,backgrounded Off connection should have noOutputDevice,backgrounded and viewability at

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
					0%"reasons":["noOutputDevice,backgrounded"];timestamp : 1627481549728 ; [percentageInView]=0 ;
43	CTV-All	Geometry Change data	the number of friendly obstructions declared by the integrator for this ad session.	declaredFriendlyObstructions	Can apply for CTV App, not CTV Web "declaredFriendlyObstructions" : 1
44	CTV-All	Geometry Change data	the name of the native view class that is obstructing the ad	obstructionClass	Can apply for CTV App, not CTV Web friendlyObstructions:{"x":339.4285583496094,"y":200,"width":56,"height":28,"obstructionClass":"android.support.design.widget.FloatingActionButton","obstructionPurpose":"OTHER"}
45	CTV-All	Geometry Change data	Reason for obstruction	detailedReason	Can apply for CTV App, not CTV Web "friendlyObstructions":{"x":339.4285583496094,"y":200,"width":56,"height":28,"obstructionClass":"android.support.design.widget.FloatingActionButton","detailedReason":"some reason"}
46	CTV-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)
47	CTV-Video	Video player interaction and events	Start playing the video	start	{ duration: <float>, videoPlayerVolume: <float>, deviceVolume: <float> }

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
					The videoPlayerVolume range is between 0 and 1. The deviceVolume range is between 0 and 1.
48	CTV-Video	Video player interaction and events	Play at least 1/4 of video length	firstquartile	firstquartile
49	CTV-Video	Video player interaction and events	Play at least half of video length	midpoint	midpoint
50	CTV-Video	Video player interaction and events	Play at least 3/4 of video length	thirdquartile	thirdquartile
51	CTV-Video	Video player interaction and events	Play full video	complete	complete
52	CTV-Video	Video player interaction and events	Pause the video	pause	pause
53	CTV-Video	Video player interaction and events	Resume after the pause	resume	resume
54	CTV-Video	Video player interaction and events	Start playing video	bufferstart	bufferstart
55	CTV-Video	Video player interaction and events		bufferfinish	bufferfinish
56	CTV-Video	Video player interaction and events	Use skip video is skip is available	skipped	Only for skippable videos
57	CTV-Video	Video player interaction and events	Change player volume or device volume May or not apply depending on devices. Should test if present (in-app). Does not apply for ctv-web	volumeChange	values are between 0 and 1- { videoPlayerVolume: <float>, deviceVolume: <float> }
58	CTV-Video	Video player interaction and events	Change player volume or device volume May or not apply depending on devices. Should test if present (in-app). Does not apply for ctv-web	mediaPlayerVolume	values are between 0 and 1- { mediaPlayerVolume: <float>, deviceVolume: <float> }

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
59	CTV-Video	Video player interaction and events	CTV can support PIP mode. Can get minimized event (e.g. TV Guide)	playerStateChange	minimized, collapsed, normal, fullscreen, expanded
60	CTV-Video	Video player interaction and events	Change player volume	volumeChange	
61	CTV-Video	Change device volume	volumeChange - Set to 1 for Web Video	deviceVolume	1
62	CTV-Video	Video player interaction and events	Mute player volume	volumeChange	{ videoPlayerVolume: 0, deviceVolume: 1 }
63	CTV-Video	Video player interaction and events	Mute device volume - Set to 1 for Web video	volumeChange	{ videoPlayerVolume: <float>, deviceVolume: 1 }
64	CTV-Video	Video player interaction and events	Minimize the video or reduce in size if app allows that action	playerStateChange	collapsed
65	CTV-Video	Video player interaction and events	Play video in player default size	playerStateChange	normal
66	CTV-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
67	CTV-Video	Video player interaction and events	Tap on video to go full screen	playerStateChange	fullscreen
68	CTV-Video	Video player interaction and events		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
69	CTV-Video	Video player interaction and events	Click on video to open advertiser landing page- execute clickthrough	adUserInteraction	{ interactionType: <click> }
70	CTV-Video	Video player interaction and events	Tap on video to engage with another ad experience	adUserInteraction	{ interactionType: <invitationAccept> }
71	CTV-Video	Ad session start and impression for ads in video	Play video content until pre roll or mid roll or post roll	Check all ad session and impression	see above for ad session events

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
		content		events have occurred	
72	CTV-Video		When video ad appears additional video events need to be verified	loaded	{ skippable: <boolean>, skipOffset: <float>, autoPlay: <boolean>, position: <string> } position values are - preroll,midroll, postroll, standalone (when it is not in video content)
73	CTV-Video	Ad session start and impression for stand alone 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)
74	CTV-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
75	CTV-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
76	CTV-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
77	CTV-Video	Video ad viewability geometry for videos inline of the view	Scroll ad fully out of view	percentageInView	0
78	CTV-Video	Video ad viewability geometry for videos inline of the		reason	hidden and / or viewport

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
		view			
79	CTV-Video	Video ad viewability geometry for videos inline of the view	Switch browser Tab or minimize	percentagelnView	between 0 and 100, video events available
80	CTV-Video	Video ad viewability geometry for videos inline of the view		obstruction data	as described above
81	CTV-Video	Video ad viewability geometry for videos inline of the view		reason	backgrounded
82	CTV-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
83	CTV-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.
84	CTV-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

1.3 Integration Test Cases

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ 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 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-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"

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
9	All	Ad session is correctly instantiated		adSessionType	native or html
10	All	Ad session is correctly instantiated		supports	clid for all ad types except vclid 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","omidimplementer":"omsdk"}, timestamp:"1531749570462"
13	All	Ad session is correctly instantiated		app	libraryVersion and appld (com.example.appname) "app":{"appld":"com.example.ent","libraryVersion":"1.1.2-partnername"}, timestamp:"1531749570462"
14	All	Ad session is correctly instantiated		Device Info	mobile device details e.g. "deviceInfo":{"deviceType":"iPhone7,2","os":"iOS","osVersion":"11.4.1"}, timestamp:"1531749570462"

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
15	All	Ad session is correctly instantiated	Impression Type for what OMID impression event you are declaring. Required "definedByJavaScript" if JavaScript layer is setting the creativetype . See Migration Guide for more details.	impressionType	"loaded", "beginToRender", "onePixel", "viewable", "audible", "other", "unspecified", "definedByJavaScript" e.g. "impressionType": "viewable",
16	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.	supportsLoadedEvent	"supportsLoadedEvent": true "supportsLoadedEvent": false,
17	All	Ad session is correctly instantiated	URL of top-level web page, as determined by OM SDK JS service. Null when JS service is cross-domain or running in a mobile app.	pageUrl	"pageUrl": www.domain.com
18	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 Context constructor.	contentUrl	"contentUrl": www.domain.com

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
19	All	Ad session is correctly instantiated		verificationParameters	<p>verification parameter provided by the measurement provider</p> <p>undefined for display ads e.g. verificationParameters": "undefined"</p> <p>Also displays access mode. Always limited when using OM SDK</p> <p>"accessmode": "limited"</p> <p>For native and video ads verificationParameters": "iabtechlab or some text", "accessmode": "limited"</p>
20	All	Ad session is correctly instantiated		customReferenceData (not required)	any string value
21	All	Ad session has error instantiating		errorType	Generic or Video when video ads
22	All	Ad session has error instantiating		message	string value describing the error

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
23	All	Ad session slow to instantiate	Ad is slow to load, eg from throttling	ad loaded	Impression events fire only once the ad has loaded. The "loaded" event should also fire only after the ad has loaded. <pre> { "timestamp": "1531376049725", "type": "impression", "data": { "creativeType": "display", "viewport": undefined, "adView": undefined } } </pre>
24	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
25	All	Ad session start and loaded	Load the page with the ad	loaded	Ad is loaded and impression occurs <pre> { "timestamp": 1571415828196, "type": "loaded", "data": { "mediaType": "display", "creativeType": "nativeDisplay", "impressionType": "onePixel" } } </pre>
26	All	Impression has Occurred	Part of loaded event - check as part of loaded event	mediaType	display or video <pre> { "adSessionId": "fb54e94d-5f26-443e-ba9a-6b54f44af9bf", "timestamp": 1571954146094, "type": "loaded", "data": { "mediaType": "display", "creativeType": "htmlDisplay", "impressionType": "onePixel" } } </pre>

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
27	All	Impression has Occurred	Part of loaded event - check as part of loaded event	creativeType	htmlDisplay, nativeDisplay, video or audio definedByJavaScript for special cases e.g. "creativeType": "nativeDisplay", 10/25/2019, 3:25:46 AM::{"adSessionId":"fb54e94d-5f26-443e-ba9a-6b54f44af9bf","timestamp":1571954146094,"type":"loaded","data":{"mediaType":"display","creativeType":"htmlDisplay","impressionType":"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, "type":"loaded","data":{"mediaType":"display","creativeType":"nativeDisplay","impressionType":"onePixel"}}
29	Video	Impression has occurred	Sunsetted	videoEventAdaptorType	Empty / NULL - Does not apply for 1.3
30	Video	Impression has occurred	Sunsetted	videoEventAdaptorVersion (not required)	Empty / NULL - Does not apply for 1.3
31	All	Impression has occurred		viewport	viewport size of the device in height and width

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
32	All	Impression has occurred		adView	This is geometry change data. E.g. <pre>""adView"":{"percentageInView":100,"reasons":[],"timestamp":""1531376050520"","geometry":{"width":351,"height":351,"x":12,"y":80},"onScreenGeometry":{"width":351,"height":351,"x":12,"y":80}}</pre>
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":49.818180084228516,"x":36.3636360168457,"y":451.6363525390625},

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
38	All	Geometry Change data	Required for creative measurement. Creative Measurement is used for HTML creative	onScreenContainerGeometry	"onScreenContainerGeometry":{"width":320,"height":49.818180084228516,"x":36.3636360168457,"y":451.6363525390625},
	All	Geometry Change data	<p>Required for creative measurement. Creative Measurement is used for HTML creative.</p> <p>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 geometry of the native-layer webview is provided, in this case, as the containerGeometry and onScreenContainerGeometry properties.</p>	measuringElement	<p>boolean</p> <p>"measuringElement":true</p>
39	All	Geometry Change data	Obstruction is present in onScreen geometry	Obstruction data	<p>In addition to existing fields "x", "y", "width", "height", add:</p> <p>"pixels": integer</p> <p>Count of visible pixels in ad. This considers obstructions, just like the "percentageInView" field.</p>
40	All	Geometry Change data	Reason for obstruction	reason	one or more of: notfound, hidden, backgrounded, viewport,obstructed, clipped
41	All	Geometry Change data	the number of friendly obstructions declared by the integrator for this ad session.	declaredFriendlyObstructions	"declaredFriendlyObstructions" : 1

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
42	All	Geometry Change data	the name of the native view class that is obstructing the ad	obstructionClass	"friendlyObstructions":[{"x":339.4285583496094,"y":200,"width":56,"height":28,"obstructionClass":"android.support.design.widget.FloatingActionButton","obstructionPurpose":"OTHER"}]
43	Native	Geometry Change data	Classification for the friendly obstruction.	obstructionPurpose	"friendlyObstructions":[{"x":339.4285583496094,"y":200,"width":56,"height":28,"obstructionClass":"android.support.design.widget.FloatingActionButton","obstructionPurpose":"OTHER"}]
44	All	Geometry Change data	Reason for obstruction	detailedReason	"friendlyObstructions":[{"x":339.4285583496094,"y":200,"width":56,"height":28,"obstructionClass":"android.support.design.widget.FloatingActionButton","detailedReason":"some reason"}]
45	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)

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
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.
47	Video	Video player interaction and events	Play at least 1/4 of video length	firstquartile	firstquartile
48	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

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
56	Video	Video player interaction and events	Change player volume or device volume	volumeChange	values are between 0 and 1- { videoPlayerVolume: <float>, deviceVolume: <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> }
58	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	{ videoPlayerVolume: 0, deviceVolume: <float> }
62	Video	Video player interaction and events	Mute device volume	volumeChange	{ videoPlayerVolume: <float>, deviceVolume: 0 }
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

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
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
67	Video	Video player interaction and events		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
68	Video	Video player interaction and events	Click on video to open advertiser landing page- execute click through	adUserInteraction	{ interactionType: <click> }
69	Video	Video player interaction and events	Tap on video to engage with another ad experience	adUserInteraction	{ interactionType: <invitationAccept> }
70	Display	Banner ad session basic check	Load the banner ad	Check all ad session and impression events have occurred	see above for ad session and impression event
71	Display	Banner ad session basic check	Reload the banner ad	Check all ad session and impression events have occurred	see above for ad session and impression event
72	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 occurred	see above for ad session and impression event
73	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
74	Display	Banner ad viewability geometry	Scroll ad partially out of view < 50% in view	percentageInView	value should be < 50
75	Display	Banner ad viewability geometry	Scroll ad partially back in view > 50% but < 100% in view	percentageInView	value should be >50 and < 100

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
76	Display	Banner ad viewability geometry	Scroll ad fully out of view	percentageInView	0
77	Display	Banner ad viewability geometry		reason	hidden and / or viewport
78	Display	Banner ad obstructions	Background the application (go to another app or start camera or lock the screen)	percentageInView	between 0 and 100
79	Display	Banner ad obstructions		obstruction data	as described above
80	Display	Banner ad obstructions		reason	backgrounded
81	Display	Banner ad obstructions	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
82	Display	Banner ad interactions	Click to advertiser landing page	adUserInteraction	{ interactionType: <click> }
83	Display	Banner ad interactions	Tap to engage with ad component like expand the ad	adUserInteraction	{ interactionType: <invitaionAccept> }
84	Display	Ending the ad session	Tap on close button if there is e.g. anchored banners or refresh the app page to get a fresh ad session	session Finish	Finish
85	Interstitial	Pre load scenario (confirm with app if this applies)	Load the app	Check all ad session and impression events have occurred	see above for ad session events
86	Interstitial	Ad shown in pre load scenario	Go to the interstitial page in the app (navigate from one page to another until interstitial is shown)	Check all impression occurred events	see above for impression events

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
87	Interstitial	Ad load and shown at the same time	GO to the interstitial page in the app (please confirm navigation with app owner)	Check all ad session and impression events have occurred	see above for ad session and impression event
88	Interstitial	Interstitial ad viewability geometry	Ad fully in view	percentageInView	90% or greater
89	Interstitial	Interstitial ad obstructions	Background the application (go to another app or start camera or lock the screen)	percentageInView	between 0 and 100
90	Interstitial	Interstitial ad obstructions		obstruction data	as described above
91	Interstitial	Interstitial ad obstructions		reason	backgrounded
92	Interstitial	Interstitial ad interactions	Click to advertiser landing page	adUserInteraction	{ interactionType: <click> }
93	Interstitial	Interstitial ad interactions	Tap to engage with ad component like expand the ad	adUserInteraction	{ interactionType: <invitationAccept> }
94	Interstitial	Ending the ad session	Tap on close button if there is or use app navigation to move out of the interstitial ad experience	session Finish	Finish
95	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

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
96	Video		When video ad appears additional video events need to be verified	loaded	{ skippable: <boolean>, skipOffset: <float>, autoPlay: <boolean>, position: <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)
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
99	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

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
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 videos inline of the view		reason	backgrounded
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

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
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> }
119	Audio	Audio player interaction and events	Mute device volume	volumeChange	{ mediaPlayerVolume : <float>, deviceVolume: 0 }

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
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 Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ 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 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				

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
13	All	Ad session is correctly instantiated		omidJsInfo	serviceVersion, sessionClientVersion, partnerName,partnerVersion E.g. "omidJsInfo":{"serviceVersion":"1.1.2-iab443","omidimplementer":"omsdk"}, timestamp:"1531749570462"
14	All	Ad session is correctly instantiated		app	libraryVersion and appld (com.example.appname) "app":{"appld":"com.example.ent","libraryVersion":"1.1.2-partnername"}, timestamp:"1531749570462"
15	All	Ad session is correctly instantiated		Device Info	mobile device details e.g. "deviceInfo":{"deviceType":"iPhone7,2","os":"iOS","osVersion":"11.4.1"}, timestamp:"1531749570462"

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
16	All	Ad session is correctly instantiated		verificationParameters	verification parameter provided by the measurement provider undefined for display ads e.g. verificationParameters": "undefined" Also displays access mode. Always limited when using OM SDK "accessmode": "limited" For native and video ads verificationParameters": "iabtechlab or some text", "accessmode": "limited"
17	All	Ad session is correctly instantiated		customReferenceData (not required)	any string value
18	All	Ad session has error instantiating		errorType	Generic or Video when video ads
19	All	Ad session has error instantiating		message	string value describing the error
20	All	Ad session slow to instantiate	Ad is slow to load, eg from throttling	ad loaded	Impression events fire only once the ad has loaded ""timestamp"": "1531376049725", ""type"": "impression", ""data"": { ""mediaType"": "display", ""viewport"": undefined, ""adView"": undefined, "

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
21	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
22	All	Impression has occurred	As soon as the ad is displayed on the page	html	display or video
23	Video	Impression has occurred		videoEventAdaptorType	jcustom or nativecustom if the media type is video
24	Video	Impression has occurred		videoEventAdaptorVersion (not required)	version number is media type is video
25	All	Impression has occurred		viewport	viewport size of the device in height and width
26	All	Impression has occurred		adView	This is geometry change data. E.g. <pre> { "adView": { "percentageInView": 100, "reasons": [] }, "timestamp": "1531376050520", "geometry": { "width": 351, "height": 351, "x": 12, "y": 80 }, "onScreenGeometry": { "width": 351, "height": 351, "x": 12, "y": 80 } } </pre>
27	All	Geometry Change data	All the geometry events are to be displayed for all ads	percentageInView	value between 0-100
28	All	Geometry Change data		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
29	All	Geometry Change data		onScreenGeometry	{ } x: 0, y: 0, width: 320, height: 50, obstructions:[
30	All	Geometry Change data	Obstruction is present in onScreen geometry	Obstruction data	{ x: 0, y: 0, width: 320, } height: 50
31	All	Geometry Change data	Reason for obstruction	reason	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)

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
33	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.
34	Video	Video player interaction and events	Play at least 1/4 of video length	firstquartile	firstquartile
35	Video	Video player interaction and events	Play at least half of video length	midpoint	midpoint
36	Video	Video player interaction and events	Play at least 3/4 of video length	thirdquartile	thirdquartile
37	Video	Video player interaction and events	Play full video	complete	complete
38	Video	Video player interaction and events	Pause the video	pause	pause
39	Video	Video player interaction and events	Resume after the pause	resume	resume
40	Video	Video player interaction and events	Start playing video	bufferstart	bufferstart
41	Video	Video player interaction and events		bufferfinish	bufferfinish
42	Video	Video player interaction and events	Use skip video is skip is available	skipped	Only for skippable videos

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
43	Video	Video player interaction and events	Change player volume or device volume	volumeChange	values are between 0 and 1- { videoPlayerVolume: <float>, deviceVolume: <float> }
44	Video	Video player interaction and events	Hide Video by scrolling or expanding another page component so the video is hidden	playerStateChange	minimized
45	Video	Video player interaction and events	Change player volume	volumeChange	playerVolume should change, but deviceVolume should not
46	Video	Change device volume	volumeChange	deviceVolume should change, but playerVolume should not	
47	Video	Video player interaction and events	Mute player volume	volumeChange	{ videoPlayerVolume: 0, deviceVolume: <float> }
48	Video	Video player interaction and events	Mute device volume	volumeChange	{ videoPlayerVolume: <float>, deviceVolume: 0 }
49	Video	Video player interaction and events	Minimize the video or reduce in size if app 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

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
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> }
55	Video	Video player interaction and events	Tap on video to engage with another ad experience	adUserInteraction	{ interactionType: <invitationAccept> }
56	Display	Banner ad session basic check	Load the banner ad	Check all ad session and impression events have occurred	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 occurred	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 occurred	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
62	Display	Banner ad viewability geometry	Scroll ad fully out of view	percentageInView	0
63	Display	Banner ad viewability geometry		reason	hidden and / or viewport

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
64	Display	Banner ad obstructions	Background the application (go to another app or start camera or lock the screen)	percentageInView	between 0 and 100
65	Display	Banner ad obstructions		obstruction data	as described above
66	Display	Banner ad obstructions		reason	backgrounded
67	Display	Banner ad obstructions	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
68	Display	Banner ad interactions	Click to advertiser landing page	adUserInteraction	{ interactionType: <click> }
69	Display	Banner ad interactions	Tap to engage with ad component like expand the ad	adUserInteraction	{ interactionType: <invitaionAccept> }
70	Display	Ending the ad session	Tap on close button if there is e.g. anchored banners or refresh the app page to get a fresh ad session	session Finish	Finish
71	Interstitial	Pre load scenario (confirm with app if this applies)	Load the app	Check all ad session and impression events have occurred	see above for ad session events
72	Interstitial	Ad shown in pre load scenario	Go to the interstitial page in the app (navigate from one page to another until interstitial is shown)	Check all impression occurred events	see above for impression events
73	Interstitial	Ad load and shown at the same time	GO to the interstitial page in the app (please confirm navigation with app owner)	Check all ad session and impression events have occurred	see above for ad session and impression event
74	Interstitial	Interstitial ad viewability geometry	Ad fully in view	percentageInView	90% or greater

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
75	Interstitial	Interstitial ad obstructions	Background the application (go to another app or start camera or lock the screen)	percentageInView	between 0 and 100
76	Interstitial	Interstitial ad obstructions		obstruction data	as described above
77	Interstitial	Interstitial ad obstructions		reason	backgrounded
78	Interstitial	Interstitial ad interactions	Click to advertiser landing page	adUserInteraction	{ interactionType: <click> }
79	Interstitial	Interstitial ad interactions	Tap to engage with ad component like expand the ad	adUserInteraction	{ interactionType: <invitaionAccept> }
80	Interstitial	Ending the ad session	Tap on close button if there is or use app navigation to move out of the interstitial ad experience	session Finish	Finish
81	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
82	Video		When video ad appears additional video events need to be verified	loaded	{ skippable: <boolean>, skipOffset: <float>, autoPlay: <boolean>, position: <string> } position values are - preroll,midroll, postroll, standalone (when it is not in video content)

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
83	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)
84	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
85	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
86	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
87	Video	Video ad viewability geometry for videos inline of the view	Scroll ad fully out of view	percentageInView	0
88	Video	Video ad viewability geometry for videos inline of the view		reason	hidden and / or viewport
89	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

S.No.	Ad Type	Test Case	Scenario	Event/ Signal	Expected Result/ value/ comment
90	Video	Video ad viewability geometry for videos inline of the view		obstruction data	as described above
91	Video	Video ad viewability geometry for videos inline of the view		reason	backgrounded
92	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
93	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.
94	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
95	Native	Native ad viewability	Same as banner ads		Ensure ad session type is native and OMIDnative event 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

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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-B08E4F6E0ABA 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 correctly instantiated		supports	vlid for video

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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.	supportsLoadedEvent	"supportsLoadedEvent": true "supportsLoadedEvent": false,
14	All	Ad session is correctly instantiated	URL of top-level web page, as determined by OM SDK JS service. Null when JS service is cross-domain or running in a mobile app.	pageUrl	"pageUrl": www.domain.com

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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 Context constructor.	contentUrl	"contentUrl": www.domain.com
16	All	Ad session is correctly instantiated		verificationParameters	verification parameter provided by the measurement provider Also displays access mode. "accessmode":"limited" "domainaccess" or "creativeaccess" verificationParameters:"iabtechlab or some text",
17	All	Ad session is correctly instantiated		customReferenceData (not required)	any string value
18	All	Ad session has error instantiating		errorType	Generic or Video when video ads
19	All	Ad session has error instantiating		message	string value describing the error
20	All	Ad session slow to instantiate	Ad is slow to load, eg from throttling	ad loaded	Impression events fire only once the ad has loaded. The "loaded" event should also fire only after the ad has loaded. ""timestamp"":""1531376049725"" " ""type"":""impression"" ""data"":{""creativeType"":""display"" "", ""viewport"":undefined, ""adView"":undefined,"

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21	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
22	All	Ad session start and loaded	Load the page with the ad	loaded	Ad is loaded and impression occurs "timestamp":1571415828196,"type":"loaded","data":{"mediaType":"video","creativeType":"video","impressionType":"onePixel"}}
23	All	Impression has Occurred	Part of loaded event - check as part of loaded event	mediaType	video {"adSessionId":"fb54e94d-5f26-443e-ba9a-6b54f44af9bf","timestamp":1571954146094,"type":"loaded","data":{"mediaType":"video","creativeType":"video","impressionType":"onePixel"}}
24	All	Impression has Occurred	Part of loaded event - check as part of loaded event	creativeType	video 10/25/2019, 3:25:46 AM::{"adSessionId":"fb54e94d-5f26-443e-ba9a-6b54f44af9bf","timestamp":1571954146094,"type":"loaded","data":{"mediaType":"video","creativeType":"video","impressionType":"onePixel"}}
25	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,"type":"loaded","data":{"mediaType":"video","creativeType":"video","impressionType":"onePixel"}}

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26	Video	Impression has occurred	Sunsetted	videoEventAdaptorType	Empty / NULL - Does not apply for Web Video
27	Video	Impression has occurred	Sunsetted	videoEventAdaptorVersion (not required)	Empty / NULL - Does not apply for Web Video
28	All	Impression has occurred		viewport	viewport size may be null for web. cross origin to top frame=null
29	All	Impression has occurred		adView	This is geometry change data. E.g. <pre> ""adView"":{"percentageInView":100,"reasons":[],"timestamp":"1531376050520", "geometry":{"width":351,"height":351,"x":12,"y":80}, "onScreenGeometry":{"width":351,"height":351,"x":12,"y":80} </pre>
30	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
31	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
32	All	Geometry Change data	viewport on web may not apply.	geometry	value like this: { x: 0, y: 0, width: 320, } height: 50

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33	All	Geometry Change data		onScreenGeometry	{ } x: 0, y: 0, width: 320, height: 50, obstructions:[
34	All	Geometry Change data	Obstruction is present in onScreen geometry	Obstruction data	Empty for Web Video
35	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
36	All	Geometry Change data	the number of friendly obstructions declared by the integrator for this ad session.	declaredFriendlyObstructions	Empty / NULL - Does not apply for Web Video
37	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
38	All	Geometry Change data	Reason for obstruction	detailedReason	Empty / NULL - Does not apply for Web Video

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39	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)
40	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.
41	Video	Video player interaction and events	Play at least 1/4 of video length	firstquartile	firstquartile
42	Video	Video player interaction and events	Play at least half of video length	midpoint	midpoint
43	Video	Video player interaction and events	Play at least 3/4 of video length	thirdquartile	thirdquartile
44	Video	Video player interaction and events	Play full video	complete	complete
45	Video	Video player interaction and events	Pause the video	pause	pause

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46	Video	Video player interaction and events	Resume after the pause	resume	resume
47	Video	Video player interaction and events	Start playing video	bufferstart	bufferstart
48	Video	Video player interaction and events		bufferfinish	bufferfinish
49	Video	Video player interaction and events	Use skip video is skip is available	skipped	Only for skippable videos
50	Video	Video player interaction and events	Change player volume or device volume	volumeChange	values are between 0 and 1- { videoPlayerVolume: <float>, deviceVolume: <float> }
51	Video	Video player interaction and events	Change player volume or device volume	mediaPlayerVolume	values are between 0 and 1- { mediaPlayerVolume: <float>, deviceVolume: <float> }
52	Video	Video player interaction and events	Hide Video by scrolling or expanding another page component so the video is hidden	playerStateChange	minimized, collapsed, normal, fullscreen, expanded
53	Video	Video player interaction and events	Change player volume	volumeChange	playerVolume should change, but deviceVolume should not
54	Video	Change device volume	volumeChange - Set to 1 for Web Video	deviceVolume should be set to 1	1
55	Video	Video player interaction and events	Mute player volume	volumeChange	{ videoPlayerVolume: 0, deviceVolume: 1 }

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56	Video	Video player interaction and events	Mute device volume - Set to 1 for Web video	volumeChange	{ videoPlayerVolume: <float>, deviceVolume: 1 }
57	Video	Video player interaction and events	Minimize the video or reduce in size if ap allows that action	playerStateChange	collapsed
58	Video	Video player interaction and events	Play video in player default size	playerStateChange	normal
59	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
60	Video	Video player interaction and events	Tap on video to go full screen	playerStateChange	fullscreen
61	Video	Video player interaction and events		geometry	value like this: { x: 0, y: 0, width: 320, } height: 50
62	Video	Video player interaction and events	Click on video to open advertiser landing page- execute click through	adUserInteraction	{ interactionType: <click> }
63	Video	Video player interaction and events	Tap on video to engage with another ad experience	adUserInteraction	{ interactionType: <invaitonAccept> }
64	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 ocured	see above for ad session events

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65	Video		When video ad appears additional video events need to be verified	loaded	{ skippable: <boolean>, skipOffset: <float>, autoPlay: <boolean>, position: <string> } position values are - preroll,midroll, postroll, standalone (when it is not in video content)
66	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)
67	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
68	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
69	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

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70	Video	Video ad viewability geometry for videos inline of the view	Scroll ad fully out of view	percentageInView	0
71	Video	Video ad viewability geometry for videos inline of the view		reason	hidden and / or viewport
72	Video	Video ad viewability geometry for videos inline of the view	Switch browser Tab or minimize	percentageInView	between 0 and 100, video events available
73	Video	Video ad viewability geometry for videos inline of the view		obstruction data	Empty / NULL - Does not apply for Web Video
74	Video	Video ad viewability geometry for videos inline of the view		reason	backgrounded
75	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	Empty / NULL - Does not apply for Web Video
76	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.
77	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