

[← HOME](#)

Gaming

Measurement

+1

IAB Releases Intrinsic In-Game (IIG) Measurement Guidelines



Aug. 31, 2022



In a joint collaboration between IAB, IAB Tech Lab, and the Media Rating Council (MRC), IAB has released its Intrinsic In-Game (IIG) Measurement Guidelines to establish updated measurement guidelines for ads that appear within gameplay.

When IAB released its current standard of in-game ad measurement standards in 2009, video games and advertising technology were in a vastly different stage of development. The updated standards will address ad viewability, measurement, inactivity, and fraud with intrinsic in-game ads bringing them up to par with the rest of digital media. Intrinsic in-game ads refers to native in-game or in-play ads that are placed 'in the game' enabling a seamless part of the gameplay environment. As more companies enter the gaming ecosystem, it . . .

Claim your free account to continue reading.

Log In or Create Account

If have an IAB Portal account, please create a new account on iab.com and we will link to your records.

If you have any issues, please contact us.

Related Content:

First Update to Intrinsic In-Game Standards Released Since 2009

Measurement & Attribution Workshop

2H 2022 Flash Bulletin: U.S. Ad Investment Projections within the Current Macroeconomic Climate

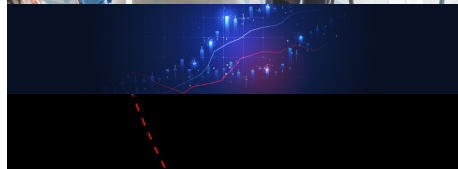
Related Content



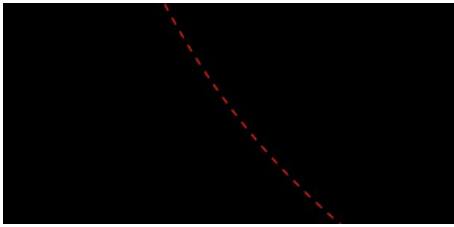
First Update to Intrinsic In-Game Standards Released Since 2009



Measurement & Attribution Workshop



2H 2022 Flash Bulletin: U.S. Ad Investment Projections within the Current Macroeconomic Climate



Intrinsic In-Game Measurement Guidelines (Public Comment Closed)



[About IAB](#) [Contact Us](#) [Statements & Press](#) [IAB Careers](#) [Industry Careers](#) [My IAB App](#)

[Privacy Policy](#) [Terms of Use](#) [Your Ad Choices](#)

Copyright 2016 Interactive Advertising Bureau