Nielsen mOCR Certification Checklist

To save you time and effort, this document provides some simple checks to help you determine if your app is ready to be submitted for Nielsen certification. Complete these steps and submit the results to your Nielsen Technical Account Manager (TAM).

1. Verify that your app has implemented the following functions according to the SDK Developer Guide:
   - ✓ For testing, your AppID should start with a "T" and your sfcode should be set to "uat-cert"
   - ✓ App has implemented the opt-out function
   - ✓ App initializes values for the specific product to be measured (mTVR, mDPR, mOCR, or DRM)
   - ✓ App has implemented the mOCR pings with all parameters correctly.

2. For the rest of the checks, you will need an HTTP traffic-monitoring tool, such as Charles or Fiddler. These tools are available at the below links:
   Charles http://www.charlesproxy.com/
   Fiddler http://www.telerik.com/fiddler

   Follow the installation and setup instructions provided by the tool developer.

3. Now that you can monitor HTTP traffic from your app, look for events going to 'secure-uat-cert.imrworldwide.com'. Set up your monitoring tool to capture data from the below steps. Filter 'imr' to view calls from only Nielsen's servers.

4. It's time to generate some data. Begin by monitoring the traffic when the user is opted in (i.e. the user has not gone through the opt-out procedure, provided by Nielsen, using the settings menu of the app.)

5. Play the video or static advertisement that is OCR tagged. Note down the Advertisment that is viewed as well as the device details such as: OS Type (iOS, Android), OS Version, Platform type.

6. Filter 'imr' to view calls to Nielsen's servers.

7. Got the impression ping? Good. It should look something like this:
   http://secure-uat-cert.imrworldwide.com/cgi-bin/m?ci=ent30986&am=22&ep=1&at=view&rt=banner&st=image&ca=cmp97144&cr=1220181&pc=T3777041&r=158585133&c9=devid,5FDFB9FB-7FC1-4ED8-9990-BAB8BBDE48BB&c8=devgrp,UNWN&c7=osgrp,IOS&c10=plt,NA&c11=agg,1&c12=apv,446&c13=asid,925DB185-B033-4ED3-9BF4-F35CDF00FA43&c14=osver,iOS6.1&rnd=1391493381952888769

8. Now is a great time to re-confirm, your AppID. The pc parameter will contain your AppID such as "pc=T1234567…" Ensure it starts with a "T". Next, check that the domain has the sfcode of "uat-cert" similar to this: "http://secure-**uat-cert**.imrworldwide.com".

9. Next would be a good time to sanity check that the other device parameters are being correctly populated by the SDK. C9 should be the Advertising ID of the device. C7 is the OS type of the Device, confirm based on

the device you are using. C10 should correctly represent the platform, mobile vs. tablet. C14 is the OS Version. Other parameters will be verified by Nielsen.

10. The next crucial step is to confirm that opt out is working properly. Opt the device out by going to the settings page of the app and follow the opt out procedure as was chosen to be implemented. By either clicking the opt out link from the app's privacy policy, or a separate button in the Settings that was added for Nielsen Opt Out. Click the Opt out link, wherever it was implemented, to ensure the Nielsen Opt Out page correctly opens in a webview. Within the page should be a link to opt the device out, click OK on the subsequent page and the device should now be opted out.

11. To initiate the opt out ping, view an advertisement that is OCR tagged. Filter for the ping and check that the parameter "uoo" is registered as true, this means the user has opted out successfully and subsequent advertisements will not send data to Nielsen.

    https://secure-uat-cert.imrworldwide.com/cgi-bin/cfg?apid=925DB185-B033-4ED3-9BF4-F35CDF00FA43&apv=446&apn=NBCOlympics&sdkv=ai.3.0.4&nuid=47DC9FE7-E92F-418F-BE17-DACFC8243948&osver=iOS6.1&devtypid=iPhone4,1&devid=5FDFB9FB-7FC1-4ED8-9990-BAB8BBDE48BB&fmt=json&adf=&uoo=true&sfcode=uat-dpr&nol_ocrCaIds=ca%3Dcmp98743%26ca%3Dcmp98744%26ca%3Dcmp98742%26ca%3Dcmp99058%26ca%3Dcmp98891%26ca%3Dcmp97144&r=1391493440641833889

12. Now we need to check that the user can successfully opt back in using the same method. To do so, go back to the opt out page where the device was opted out. Find the link that is for opting back in, and click Ok on the subsequent page to opt the device back in. Now, go back to an advertisement that is OCR tagged and view the advertisement. An Hello ping opting the user back in should fire as below.

    https://secure-uat-dpr.imrworldwide.com/cgi-bin/cfg?apid=925DB185-B033-4ED3-9BF4-F35CDF00FA43&apv=446&apn=NBCOlympics&sdkv=ai.3.0.4&nuid=47DC9FE7-E92F-418F-BE17-DACFC8243948&osver=iOS6.1&devtypid=iPhone4,1&devid=5FDFB9FB-7FC1-4ED8-9990-BAB8BBDE48BB&fmt=json&adf=&uoo=false&sfcode=uat-dpr&nol_ocrCaIds=ca%3Dcmp98743%26ca%3Dcmp98744%26ca%3Dcmp98742%26ca%3Dcmp99058%26ca%3Dcmp98891%26ca%3Dcmp97144&r=13914936071813809804