

DV360 CTV Signal Compliance Guide for Exchanges

In addition to the standard requirements noted in [DV360's RTB spec](#), this guide describes signal requirements on Connected TV (CTV) to receive DV360 demand from open auction. Exchanges are encouraged to pass these requirements to publishers and app developers.

■ Signal & Standards Adoption Requirements

For CTV inventory, the following signal and industry standards adoption is required for programmatic ads bidding, serving and measurement to properly work. Note that meeting all of the requirements below is a prerequisite, rather than a guarantee, for open auction bidding by DV360.

Requirement	Note
CTV App-Ads.txt	CTV App-Ads.txt is adopted by the app.
Client-Side Pingback	VAST impression pingback is sent directly from the client CTV devices (not relayed by the SSAI servers) [see details below]
Supply Info	Full App ID, full publisher ID, and full supply chain path.
Device IP	Client device IP is passed in bid requests, and it should match the IP sending the VAST side pingback. <i>Partial truncation is acceptable, but at least the first 3 bytes (for IPv4) or 6 bytes (for IPv6) should be provided.</i>
Device UA	User agent strings should give adequate information about the device, per IAB OTT/CTV UA guidelines

■ What is required for compliance with the Client-Side Pingback requirement?

In order to be compliant with the Client-Side Pingback requirement, the VAST impression beacon is required to be fetched by the client device.

The relevant standards are the [IAB VAST Standard](#) (the most recent version which is currently [4.3](#)) and the IAB's [2024 VAST CTV Addendum](#).

DV360 does not require that the VAST document itself, or the linked media files, be fetched by the client device. In other words, SSAI is supported as compliant, provided that client-side beaconing is used for the impression beacon. Specifically, the implementations described in the VAST 4.3 Standard as "1.1.1 Client-Side Ad Serving" or "1.1.2 Server-Side Ad Stitching" are considered to be compliant, as long as the tracking impression is requested from the client device.

■ Example of which requests must be client-side

Consider the following simple VAST template example taken from the IAB [\[https://github.com/InteractiveAdvertisingBureau/VAST_Samples\]](https://github.com/InteractiveAdvertisingBureau/VAST_Samples), which has been color-coded to highlight what is required to be sent client-side.

Key:

- **VAST impression ping** - required to be fetched client-side for OA eligibility
- **Other VAST event pings** - not required to be fetched client-side
- **media-files** - not required to be fetched client-side

```
<VAST version="4.2" xmlns:xs="http://www.w3.org/2001/XMLSchema" xmlns="http://www.iab.com/VAST">
  <Ad id="20001" >
    <InLine>
      <AdSystem version="1">iabtechlab</AdSystem>
      <Error><![CDATA[https://example.com/error]]></Error>
      <Impression id="Impression-ID"><![CDATA[https://example.com/track/impression]]></Impression>
      <AdServingId>a532d16d-4d7f-4440-bd29-2ec05553fc80</AdServingId>
      <AdTitle>Inline Simple Ad</AdTitle>
      <AdVerifications></AdVerifications>
      <Advertiser>IAB Sample Company</Advertiser>
      <Category authority="https://www.iabtechlab.com/categoryauthority">AD CONTENT description
category</Category>
      <Creatives>
        <Creative id="5480" sequence="1" adId="2447226">
          <Linear>
            <TrackingEvents>
              <Tracking event="start" ><![CDATA[https://example.com/tracking/start]]></Tracking>
              <Tracking event="progress"
offset="00:00:10"><![CDATA[http://example.com/tracking/progress-10]]></Tracking>
              <Tracking event="firstQuartile"><![CDATA[https://example.com/tracking/firstQuartile]]></Tracking>
              <Tracking event="midpoint"><![CDATA[https://example.com/tracking/midpoint]]></Tracking>
              <Tracking event="thirdQuartile"><![CDATA[https://example.com/tracking/thirdQuartile]]></Tracking>
              <Tracking event="complete"><![CDATA[https://example.com/tracking/complete]]></Tracking>
            </TrackingEvents>
            <Duration>00:00:16</Duration>
            <MediaFiles>
              <MediaFile id="5241" delivery="progressive" type="video/mp4" bitrate="2000" width="1280"
height="720" minBitrate="1500" maxBitrate="2500" scalable="1" maintainAspectRatio="1" codec="H.264">
```

```

    <![CDATA[https://iab-publicfiles.s3.amazonaws.com/vast/VAST-4.0-Short-Intro.mp4]]>
  </MediaFile>
  <MediaFile id="5244" delivery="progressive" type="video/mp4" bitrate="1000" width="854"
height="480" minBitrate="700" maxBitrate="1500" scalable="1" maintainAspectRatio="1" codec="H.264">

<![CDATA[https://iab-publicfiles.s3.amazonaws.com/vast/VAST-4.0-Short-Intro-mid-resolution.mp4]]>
  </MediaFile>
  <MediaFile id="5246" delivery="progressive" type="video/mp4" bitrate="600" width="640"
height="360" minBitrate="500" maxBitrate="700" scalable="1" maintainAspectRatio="1" codec="H.264">

<![CDATA[https://iab-publicfiles.s3.amazonaws.com/vast/VAST-4.0-Short-Intro-low-resolution.mp4]]>
  </MediaFile>
</MediaFiles>
<VideoClicks>
  <ClickThrough id="blog">
    <![CDATA[https://iabtechlab.com]]>
  </ClickThrough>
</VideoClicks>
</Linear>
<UniversalAdId idRegistry="Ad-ID">8465</UniversalAdId>
</Creative>
</Creatives>
</InLine>
</Ad>
</VAST>

```

A compliant server-side implementation could fetch this document (the VAST template) server-side, and also fetch the media-files (urls highlighted in green) server-side in order to stitch them into a single content stream. However, the impression reporting beacon (highlighted in orange) must be fetched client-side to be compliant. Other VAST beacons (highlighted in yellow) are not required to be fetched client-side.

A compliant server-side implementation need not be on the most recent version of VAST. The same compliance principles also apply to integrations using older versions of the VAST standard.

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