

DV360 CTV App-Ads.txt Guide for Exchanges

This guide describes how to mitigate potential CTV app-ads.txt implementation issues using the DV360 CTV app-ads.txt diagnostics data on the [Supply Chain/CTV App-ads.txt dashboard](#). DV360 is following the [IAB spec for CTV app-ads.txt implementation](#).

The dashboard shows a provisional app-ads.txt enforcement status for CTV app bid requests. Bid requests annotated with an 'unauthorized' provisional status for both publishers and partners will be considered unauthorized and DV360 will block those bid requests after 7/1/2022. This dashboard and guide is to help our partners mitigate impact and correctly implement app-ads.txt specifications for CTV before such enforcement.

Recommended action:

To mitigate potential revenue impact, please review the "CTV app-ads.txt provisional status" table on the dashboard. If a seller is not authorized by the publisher or the partner, then the seller is considered unauthorized. If the seller is authorized by the publisher, the partner, or both, then the seller is considered authorized.

Note: DV360 only considers the Partner status when the `inventorypartnerdomain` (IPD) field is listed in the publisher's app-ads.txt file AND in the received bid request. 'Publisher' refers to the end publisher and 'Partner' refers to the inventory partner that the publisher would like to point to for additional authorization checks.

Finally, it's not required to support `inventorypartnerdomain` for CTV app-ads.txt if there is no revenue sharing agreement between the publisher and a partner. However, if the publisher would like to point to a partner for additional authorization checks, then listing the field in their app-ads.txt file and ensuring it's passed on in the bid request will enable DV360 to consider the additional partner's ads.txt file for authorization.

Description of fields on the dashboard:

1. **Exchange Name:** Name of the Exchange
2. **App Store:** App store on which the CTV app is published. This is inferred from the `app.storeurl` value passed in the bid request.
3. **Inventory (Domain/App):** the store-assigned app ID or app bundle
4. **Provisional Publisher Seller Status:** Seller status based on seller ID in the publisher's app-ads.txt file
5. **Provisional Partner Seller Status:** Seller status based on seller ID in the `inventorypartnerdomain`'s ads.txt file
6. **App partner domain:** The domain referred to in the `inventorypartnerdomain` field in the bid request. Note that we typically expect only app partner domain OR only site partner domain.

7. **Site partner domain:** The domain referred to in the `inventorypartnerdomain` field in the bid request. Note that we typically expect only app partner domain OR only site partner domain.
8. **Estimated Daily Revenue Impact (USD):** Daily estimated revenue impact of blocking bid requests with an unauthorized provisional app-ads.txt status. This is a directional estimate only and does not reflect final billing numbers.
9. **Count:** Number of bid requests received with the provisional app-ads.txt status. Note this is a sampled estimate and may not reflect the exact number of bid requests received.

Example scenarios that determine the provisional publisher and/or partner status:

#	Publisher's app-ads.txt file exists	Inventory partner's ads.txt file exists (if applicable)	Inventory partnerdomain main field present in the bid request	Inventorypartnerdomain field present in the publishers' app-ads.txt file	Publisher.id from the bid request matches a seller ID in the publisher's app-ads.txt file	Publisher.id from the bid request matches a seller ID in the inventorypartnerdomain's ads.txt file	Provisional Seller status	DV3 Action
1	No	No	N/A	N/A	N/A	N/A	Non participating. Both publisher and partner are unknown.	Will bid
2	Yes	Yes/No	Yes/No	Yes/No	Yes	N/A	Publisher - Authorized Partner - Unknown	Authorized via Publisher - will bid
3	Yes	No	No	No	No	N/A	Publisher - Not authorized Partner - Unknown and no presence of IPD field.	Not authorized - will block bid
4	Yes/No	No	Yes	Yes	No	No - because the file does not exist	Publisher - Not authorized Partner - IPD field present but no partner file. Partner Unknown so will be considered non participating.	Will bid (considered non participating)

5	Yes	Yes	Yes	Yes	No	Yes	Publisher - Not authorized Partner - Authorized	Authorized via Partner - will bid
6	Yes	Yes	No	Yes	No	Yes	Publisher - Not authorized Partner - Not authorized due to missing field in the bid request	Not authorized - will block bid
7	Yes	Yes	Yes	No	No	Yes	Publisher - Not authorized Partner - Not authorized due to missing field in the publisher app-ads.txt file	Not authorized - will block bid
8	Yes	Yes	Yes	Yes	No	No	Publisher - Not authorized Partner - Not authorized	Not authorized - will block bid
9	Yes	Yes	No	No	No	Yes	Publisher - Not authorized Partner - Not authorized due to missing field in the publisher app-ads.txt file and in bid request	Not authorized - will block bid

Rows 4-8 are new scenarios based on the introduction of the `inventorypartnerdomain` field in the app-ads.txt spec.

Resources:

- View the “CTV app-ads.txt provisional status” table on the existing [Supply Chain/App-ads.txt dashboard](#).
 - If you do not already have access, please fill out the [access request form](#).
- For other support requests, please [file a ticket](#).