

DV360 CTV and TCF Compliance Guide for Exchanges

This guide explains how exchanges can use DV360 CTV and TCF compliance metrics from the Supply Chain dashboard to improve their compliance rates.

The dashboard's Compliance section includes two tables with exchange-level and seller-level data (aggregated from bid requests) for both CTV Signal Compliance and TCF Signal Compliance.

CTV Signal Compliance

Violation Type	Description
Valid Query Rate	Percentage of eligible bid requests (valid queries/total queries)
High IP Mismatch or Datacenter IP Query Rate	Any VAST event pingbacks must be sent directly from the client devices (not relayed by SSAI servers); We either observed high mismatch in VAST pingback IP and Bid request IP, or the VAST pingback IP is not from client device.
High Mismatch Query Rate	High amount of view pings reporting different client IP compared to bid request client IP
High Datacenter IP Query Rate	High amount of view pings coming from Data center IP
Invalid UA Query Rate	User agent string in the bid request must give adequate information about the device
Empty App ID Query Rate	Bid request must contain the app_id of the CTV app used
Empty Site ID Query Rate (Seller ID)	Bid request must contain the seller id of the publisher
Incomplete Supply Chain Query Rate	Bid request must contain complete supply chain path
IP Overtruncate Query Rate	Bid request must contain client device IP; IPv4 may be truncated so long as at least the first 3 bytes of the original IP are passed (at least the first 6 bytes for IPV6 addresses)
Seller Ineligible Query Rate	The CTV request must have adopted the Ads.txt or App-Ads.txt standard
Seller Unauthorized Query Rate	The seller must be authorized according to the app/site owner's ads.txt file

TCF Signal Compliance

Within the EEA and UK, DV360 will only serve personalized ads on web and app inventory when we receive ad requests that include a TC string with the requisite end user permissions. This is to continue preserving users' privacy and ensuring the end users' legally valid consents are obtained for personalized ads.

More detail on the serving behavior below:

1. When a TC string is present with requisite end user permissions, we will serve personalized ads. For more information please refer to help center articles on [Bidding on personalized ads inventory in compliance with the GDPR](#) and [Integration with the IAB Transparency & Consent Framework](#)
2. When a [Consented Provider Solution signal](#) is present with relevant permissions, we will serve non personalized ads.
3. If neither of the above consent signals are present, but there is at least an identifier present via [Exchange Provided IDs](#), we will serve at least programmatic limited ads (i.e. no f-cap, no audiences, only limited contextual information).
4. If no consent signal or identifier is present, DV360 will not bid.

We recommend encouraging publishers to adopt TCF consent management platforms if they have not done so already. DV360 encourages the use of TCF v2.2 but will continue to accept TCF v2.1 in accordance with IAB Europe guidelines.

The dashboard provides insights into compliance rates associated with TCF with the following metrics.

Metric	Description
TCF Personalized [Queries/Impressions]	Percent of [queries/impressions] where the TC string indicates full ID usage is allowed.
TCF Nonpersonalized [Queries/Impressions]	Percent of [queries/impressions] where the TC string indicates that ID usage is restricted from being used for personalization. Most significantly, this blocks most demand that is audience-targeted.
TCF Limited Ads [Queries/Impressions]	Percent of [queries/impressions] where the TC string indicates that ID usage is restricted to essential purposes only. Most significantly, this blocks most demand that is audience-targeted or frequency-capped.