



IAS + Netflix

Customer Activation Guide



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IAS Overview For Netflix

IAS and Netflix are partnering to provide Viewability and Invalid Traffic measurement on the Netflix ad-supported tier.

Supported Formats: Video Ads and Pause Ads (Display)

IAS Activation Process

Netflix

1. In IAS Signal, navigate to Campaigns, then Campaign Setup.
2. Create a new campaign and add **Netflix - Partner Measurement** as a media partner to your IAS campaign.



MEDIA PARTNER & CONTACTS

Media Partner * Required

Netflix - Partner Measurement

Netflix - Partner Measurement

Netflix - Partner Measurement 25745

3. Once the media partner is added, go to **Media Partner Blocking** and select “Monitoring”. If there are any partner contacts, please add their information within the boxes.

MEDIA PARTNER & CONTACTS

Media Partner * Required

Netflix - Partner Measurement

Can't find a partner?
[Contact your CS representative](#)

Media Partner Blocking * Required

☒ Monitoring

☐ Blocking where possible

Partner Invoicing (US Only)

☐ Send Invoice to Partner

Partner Contacts

Search to Add Contacts

Can't find someone?
[Add new contact.](#)

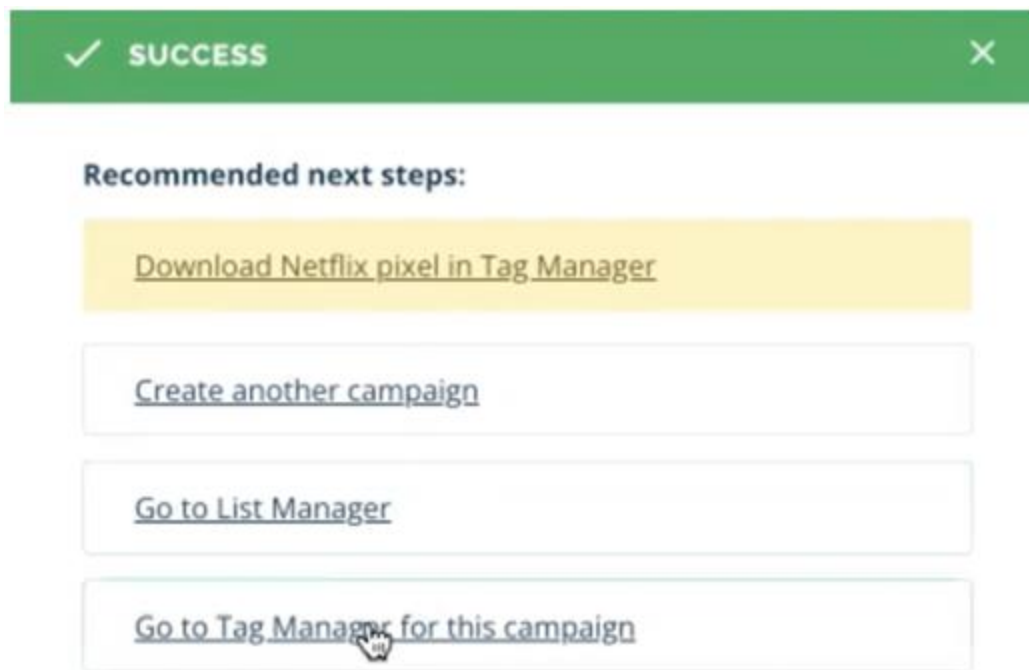
Name * Required

Email * Required

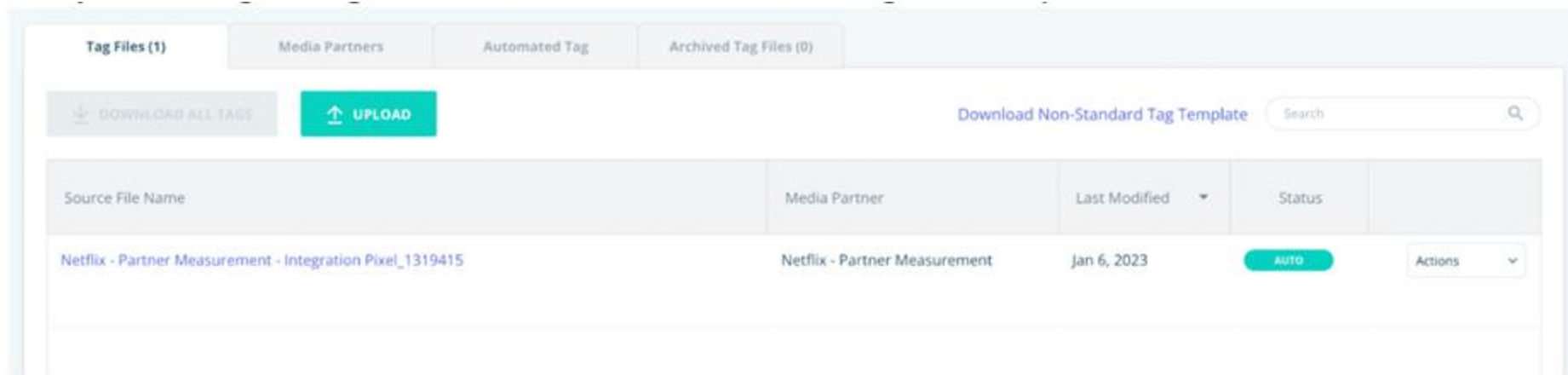
Primary
Contact * Required

☐

4. Finish setting up the rest of the campaign and once complete, hit Save.
5. You will then see a pop up prompting you to download the Netflix pixel in Tag Manager.



6. Go to Tag Manager to either download or email the generated pixel for Netflix.



Here is an example pixel of how a Netflix pixel should look:

</IMG

*SRC="https://pixel.adsafeprotected.com/rfw/st/ADVID/PUBENTITYID/skeleton.gif?ias_campId=\${IO_ID}&ias_chanId=\${CRE
ATIVE_ID}&ias_placementId=\${LINE_ITEM_ID}&ias_pubId=\${ADV_ID}" BORDER=0 WIDTH=1 HEIGHT=1 ALT="">*

Netflix Inventory – Direct & Programmatic

Netflix inventory can be bought three different ways:

1. Directly with Netflix, and set up within Xandr Monetize (Managed Service)
2. Programmatically, through a PG campaign and set up within Xandr Invest (Self Service)
3. Programmatically, through DV360 and TTD.

Netflix via Xandr

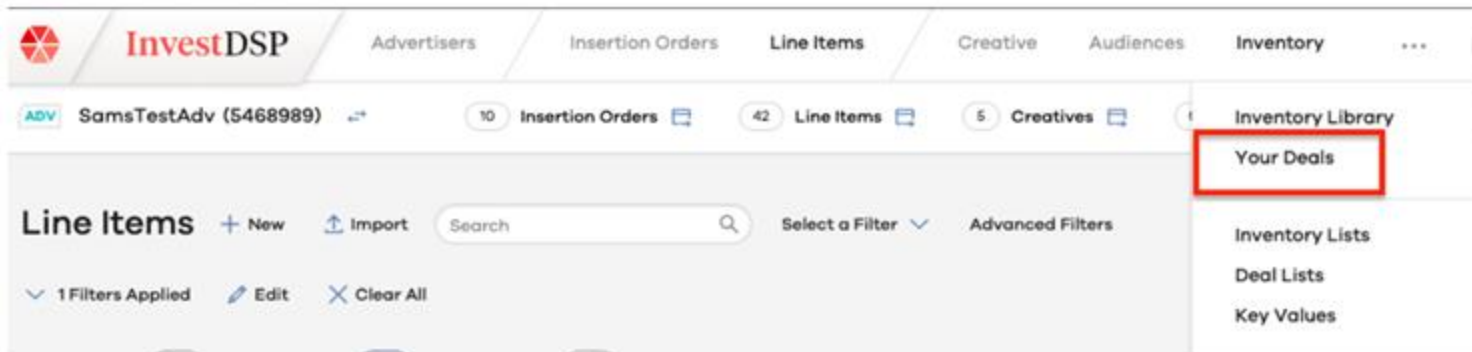
1. XANDR Monetize Setup (Managed Service)

IAS clients should provide their Netflix pixel to their Microsoft Account Manager when their IO gets booked.

2. XANDR Invest Setup (Self Service)

IAS clients should follow the below steps when setting up their PG campaign for Netflix within Xandr Invest:

1. Login to Invest
2. Navigate to Inventory > Your Deals



Netflix via Xandr (continued)

3. Browse Netflix PG Deals and select one

Your Deals

Search 109 Curated Deals... Deal Type: **PG** PMP Sort: Recommended

109 Curated Deals

Deal Updates Advertiser Country Codes Price

NETFLIX All Deals Shown

Deal	Advertiser	Country	Device	Duration	Start Date	End Date	Price	Deal ID
10.0M Imps PG Deal	Australia_Loreal-H... Netflix	AU	All	Long	Oct 26, 2022	Nov 1, 2022	\$30 AUD	1513488
10.0M Imps PG Deal	Australia_Loreal-H... Netflix	AU	All	Long	Oct 27, 2022	Nov 1, 2022	\$30 AUD	1513510
10.0M Imps PG Deal	Australia_Loreal-H... Netflix	AU	All	Long	Oct 27, 2022	Nov 1, 2022	\$30 AUD	1513514
100K Imps PG Deal	Australia_Fakeins... Netflix	AU	All	Long	Oct 25, 2022	Oct 30, 2022	\$500 AUD	1513518
10.0M Imps PG Deal	Australia_Loreal-H... Netflix	AU	All	Long	Oct 27, 2022	Nov 1, 2022	\$30 AUD	1513545
10.0M Imps PG Deal	Australia_Loreal-H... Netflix	AU	All	Long	Oct 27, 2022	Nov 1, 2022	\$30 AUD	1513547
50.0K Imps PG Deal	Eric's sweet sweet... Netflix	AU	All	Long	Nov 8, 2022	Nov 16, 2022	\$12 AUD	1513762
23.1K Imps PG Deal	Eric's sweet sweet... Netflix	AU	All	Long	Nov 8, 2022	Dec 28, 2022	\$23 AUD	1513764
23.1K Imps PG Deal	Eric's sweet sweet... Netflix	AU	All	Long	Nov 8, 2022	Dec 29, 2022	\$23 AUD	1513765
23.1K Imps PG Deal	Eric's sweet sweet... Netflix	AU	All	Long	Nov 8, 2022	Dec 29, 2022	\$23 AUD	1513766
23.1K Imps PG Deal	Eric's sweet sweet... Netflix	AU	All	Long	Nov 8, 2022	Dec 29, 2022	\$23 AUD	1513800
10.0M Imps PG Deal	Australia_Loreal-H... Netflix	AU	All	Long	Oct 26, 2022	Nov 1, 2022	\$30 AUD	1514773

Action Center

SELECTED PG DEAL

Impressions: 10,000,000 Deal Type: Programmatic Outstreamed

Advertiser: Australia_Loreal-Huggies_497 Placement: Netflix

Device: RDN Country: AU Device: All Duration: Long

Start Date: Oct 26, 2022 End Date: Nov 1, 2022 Timezone: Australia/Sydney

Price: \$30 AUD Deal ID: 1513488 Exchange: Monetize

CREATE PG LINE ITEM

Select Advertiser *

Search name or ID

Select Insertion Order *

Search name or ID

Pending deal will be auto-accepted

Go To PG Line Item Details

Netflix via Xandr (continued)

4. Once you select your Netflix PG Deal, you'll proceed to the PG Line Item workflow
5. In the Measurement section, enable Verification, select IAS, then paste in your pixel

The screenshot shows the 'Measurement' section of the Xandr interface. At the top, there's a 'Revenue Value' dropdown set to 'Total cost plus' and a '% margin' dropdown. Below this is the 'Measurement' header. Under 'Verification', the toggle is set to 'Enabled'. A blue informational box states: 'By enabling Verification measurement, Xandr will share the names and IDs of any advertiser, insertion order, and creative associated to this line item with the measurement partner you select.' Below this, under the 'Partner' section, 'DoubleVerify' is unchecked and 'IAS' is checked. A 'Pixel' field with a help icon contains the URL 'https://pixel.example.com'. At the bottom, there's an 'Associated Creatives' section with an empty input field.

Example:

[https://pixel.adsafeprotected.com/rfw/st/ADVID/PUBENTIT
YID/skeleton.gif?ias_campId
=\\${IO_ID}&ias_chanId=\\${CRE
ATIVE_ID}&ias_placementId=
\\${LINE_ITEM_ID}&ias_pubId=
\\${ADV_ID}](https://pixel.adsafeprotected.com/rfw/st/ADVID/PUBENTI
TYID/skeleton.gif?ias_campId
=${IO_ID}&ias_chanId=${CRE
ATIVE_ID}&ias_placementId=
${LINE_ITEM_ID}&ias_pubId=
${ADV_ID})

Netflix via The Trade Desk and DV360

When buying Netflix inventory directly with DV360 or TTD, you'll need to wrap with MMT or UVP solutions, and add DV360 or TTD as the media partner.

*Please note, while Netflix allows IAS-wrapped tags, they do not allow wrapped tags that contain VPAID elements.

If you're using **Automatic Tag Wrapper (ATW)**, you must select "**Non-VPAID**" as the Tag Wrapping Type.

When manually wrapping tags within the IAS Signal UI, you must update the apiFrameworks parameter to "apiFrameworks=7" after wrapping the tags to ensure they load as VAST only (no VPAID).

Netflix via TTD and DV360 (cont.)

1. Create your campaign in Signal UI
2. Select TTD or DV360 as your media partner

MEDIA PARTNERS

[ADD MEDIA PARTNER](#)

ALL PARTNERS

	Media Partners & Contacts ↓	Unique API Key	Publisher (Site)	Blocking Preference
⊕	The Trade Desk	N/A	The Trade Desk	Monitoring
⊕	Netflix - Partner Measurement	N/A	Netflix - Partner M...	Monitoring
⊕	DV360	N/A	DV360	Monitoring

3. Upload your ad server VAST tag sheet

Tag files (5) Media partners (3) Automated tag Archived tag files (2)

[DOWNLOAD ALL TAGS](#) [UPLOAD](#) [Download Non-Standard Tag Template](#)

Source file name	Media partner	Last modified ↓	Status	
Tags_Netflix_ DV360 + TTD Testing V3_LB Testing - The Trade Desk	The Trade Desk	Jul 17, 2024	Built	Actions ▼
Tags_Netflix_ DV360 + TTD Testing V3_LB Testing - DV360	DV360	Jul 17, 2024	Built	Actions ▼

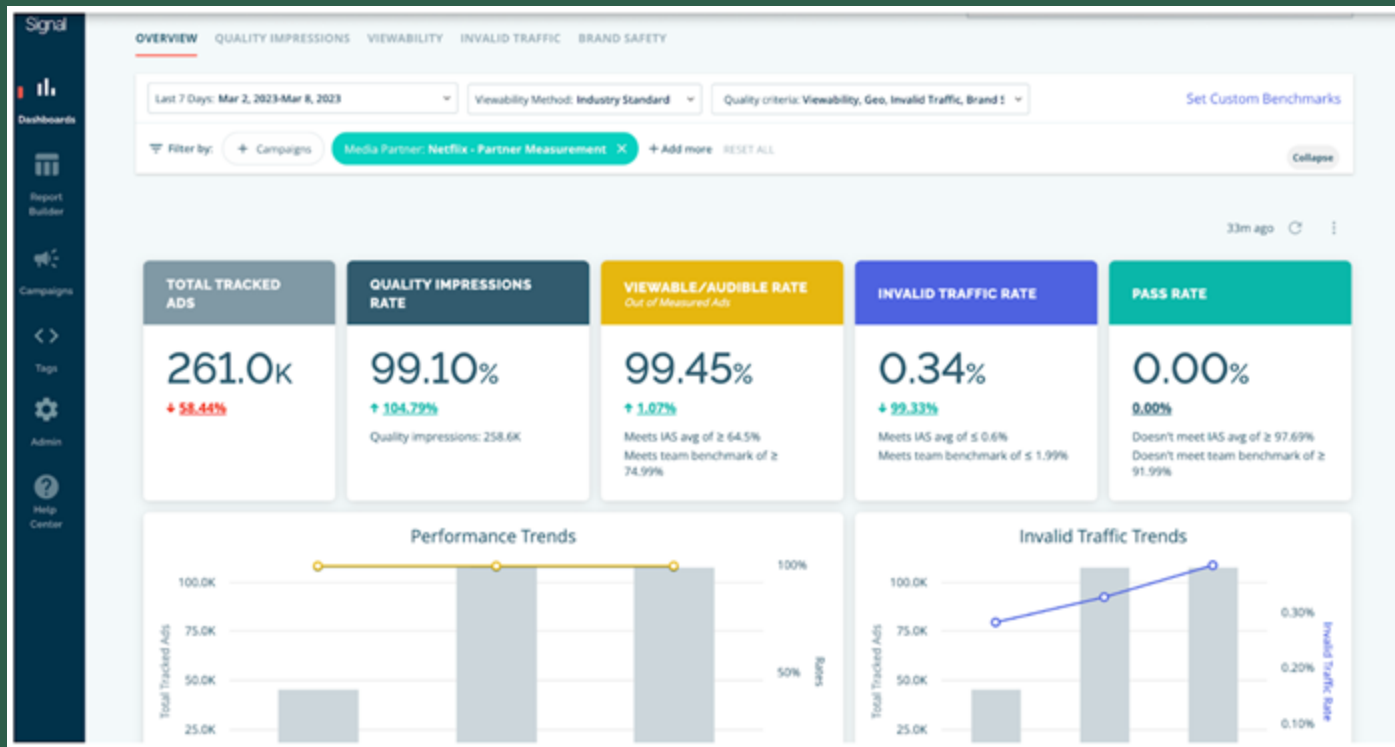
4. Select Multimedia Tag export to wrap the tags with the IAS MMT wrapper.
5. Update the exported MMT tag to replace [APIFRAMEWORKS] placeholder with "7"

Final MMT:

[https://unified.adsafeprotected.com/v2/ADVID/PUBENTITY?omidPartner=\[OMIDPARTNER\]&apiframeworks=7](https://unified.adsafeprotected.com/v2/ADVID/PUBENTITY?omidPartner=[OMIDPARTNER]&apiframeworks=7)

Reporting in IAS Signal - Dashboard Overview

You can find high level metrics for Netflix within the IAS Signal Dashboard.



To pull a report, go into **Report Builder** and select **Custom Reports**. Create your campaign and select **Performance Report**. Fill in the remaining campaign information and ensure the metrics are filled for Netflix- Partner Measurement as the Media Partner.

*Please note, for programmatic inventory, select TTD or DV360 as the Media Partner.

The screenshot displays the 'Report Builder' interface. The 'REPORT TYPE' section is at the top, featuring a grid of report options. The 'Performance Report' option, which includes 'IAS Measured Data', is highlighted with a red rectangular box. Below this, the 'DIMENSIONS' section is visible, containing several categories of filters: 'Main' (Advertiser, Teams, Campaigns, Placements, Domains, Apps), 'DSP Macros' (DSP, DSP Campaign, DSP Placement (Line item), Channel (Exchange), DSP Deal, DSP Publisher), 'Other' (Date, Device, Format, Environment, Targeting Segments), and 'Custom' (Available when report is filtered to one Advertiser with defined custom dimensions). At the bottom of the interface, the 'GROUP BY' section shows 'Media partners' selected, with a red box highlighting the '1 Media partner' option and the specific selection 'Netflix - Partner Measurement' below it. The 'MINIMUM TOTAL TRACKED ADS FILTER' section at the very bottom states: 'Report will only include rows that exceed the following minimum total tracked ads.'

REPORT TYPE

- ☒ Performance Report
IAS Measured Data
- ☐ Brand Safety and Suitability Failure
IAS data for insights into failure reasons
Participating Advertisers only
- ☐ Geo Compliance
IAS data for insights into Geo
- ☐ Facebook Report
IAS data for insights into Facebook
Facebook media partner only
- ☐ YouTube Report
IAS data for insights into YouTube
- ☐ Collision Report
IAS data for insights into collisions
- ☐ Group M Fully On Screen
IAS insights into GroupM Fully On Screen metrics
- ☐ Domain Mismatch Report
IAS data for discrepancies between the Bid Domain and Measured Domain
- ☐ Twitter Report
Tweet level insights
Twitter media partner only

DIMENSIONS

Main Advertiser Teams Campaigns Placements Domains Apps

DSP Macros DSP DSP Campaign DSP Placement (Line item) Channel (Exchange) DSP Deal DSP Publisher

Other Date Device Format Environment Targeting Segments

Custom Available when report is filtered to one Advertiser with defined custom dimensions

GROUP BY Media partners x ☐ All ☒ 1 Media partner

Netflix - Partner Measurement

MINIMUM TOTAL TRACKED ADS FILTER

Report will only include rows that exceed the following minimum total tracked ads.

Frequently Asked Questions

Where can the client see IVT/Viewability data?

Clients will begin to see reporting the next day in the Signal UI and Custom Report Builder. This is not available in the Advanced CTV dashboard.

Why isn't IVT/Viewability populating in the IAS UI dashboard?

There are a variety of reasons why IVT/Viewability data isn't appearing in IAS UI dashboard:

- Please ensure the start date of the campaign is live. Is the campaign serving impressions?
- Confirm IAS verification was enabled and pixel was appended.

For Managed Service – Request a screenshot of IAS verification enablement and pixel under 'Measurement' section from your Microsoft Account Manager and send to your IAS Representative.

Frequently Asked Questions (continued)

For Self Service – Were steps 1-5 completed in Invest? Please provide your IAS Representative a screenshot of IAS verification enablement and pixel under ‘Measurement’ section.

Is this solution aligned with the MRC standards?

Yes, this solution is aligned with the MRC metrics definitions. Netflix will need to get their MRC accreditation/audit before IAS can get our report accredited.

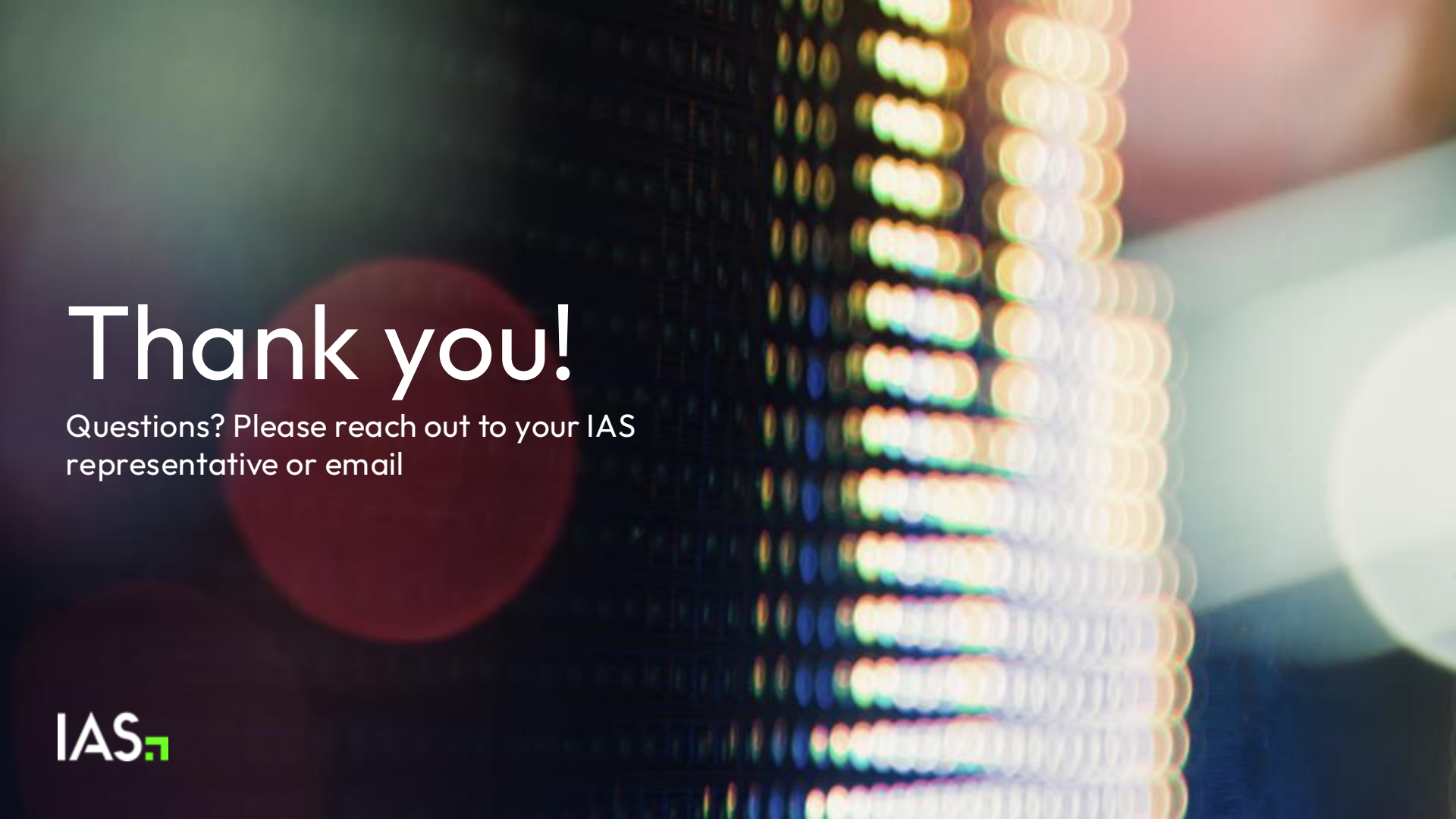
Have there been differences with the media quality metrics in-market that you have noticed?

No, as far as IAS knows the solution is the same for in-market from all competitors.

Are we measuring actual Viewability or are we just restating Netflix numbers?

We are measuring the data Netflix is giving us and that is the actual Viewability metric. It is not using quartiles as a proxy for actual viewability.

If you have any questions, please reach out to your IAS Representative or submit a [Help Center Request](#).



Thank you!

Questions? Please reach out to your IAS representative or email

IAS 