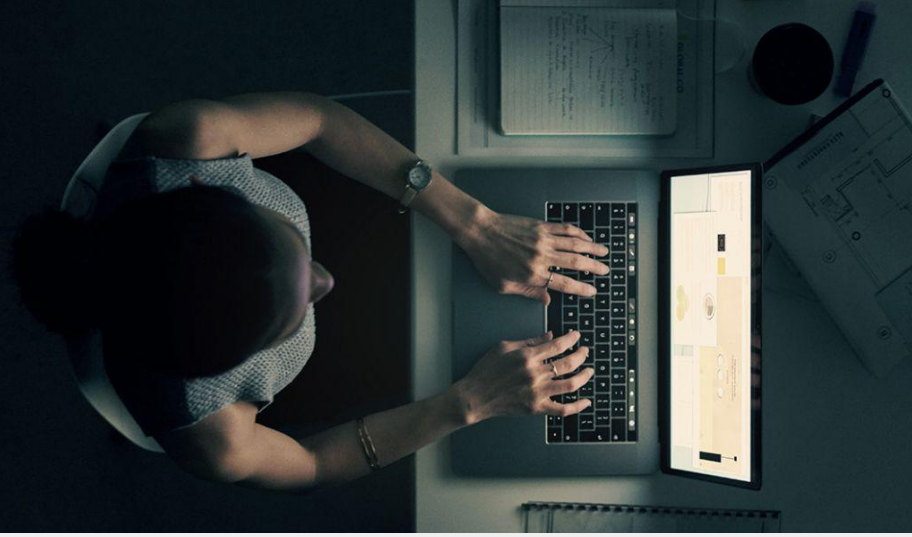


IAS VIDEO SOLUTIONS



This document outlines the Integral Ad Science (IAS) Video Solutions Multimedia Tag (MMT) & Unified Video Pixel (UVP).

The MMT is IAS's preferred Video measurement solution, as it is a single video verification tag for measurement across web, in-app, and Connected TV (CTV) placements.

WHAT DOES THE MMT OFFER:

- Eliminates the need for wrapping multiple tags for different environments by dynamically applying IAS viewability, brand safety, and invalid traffic detection.
- With a single tag, media partners can block video ads when possible (Web VPAID & CTV VAST) and monitor video ads when blocking isn't possible.
- Improves latency (about 60 milliseconds) by using server-side unwrapping, as opposed to client-side unwrapping.
- Provides reporting metrics on video inventory across web, in-app, and CTV environments.
- Multimedia Tag also works with direct and programmatic buying.
- MMT will measure VAST quartiles in the absence of VPAID or OMID
- *Note: The MMT already supports the OMID measurement from VAST 2.0 and thus functions independently of VPAID.

WHAT DOES THE UVP OFFER:

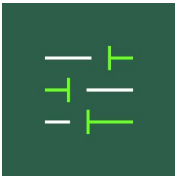
- VAST quartile measurement-based tracking.
- Support on Open Web, In-App, and CTV.
- Correctly categorizes impressions as video, and identifies the environment in which they ran.
- The UVP is appended beneath the original tag, similar to display monitoring.
- The publisher may break out the pixels and implement them as a third-party impression tracker.
- All Publisher and Programmatic partners are supported except for Hulu
- If the media partner does not allow the MMT, you can use the UVP.
- Using the UVP reduces the number of pixels (or sets of pixels) you would have to generate, from a maximum of 3 (web pixel, in-app pixel, CTV pixel) to a maximum of 1 (unified)

IAS VIDEO TAG TYPES AND USE CASES

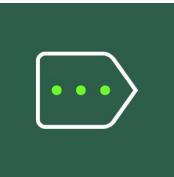
	MEDIA PARTNERS PREFERENCES	RECOMMENDED SOLUTION	WHAT YOU GET
1	Allows wrapped tags	Multimedia Tag (MMT)	Monitoring/Blocking Simplified tagging: One tag for multiple video placements
2	Allows third-party pixels (but not wrapped tags)	Unified Video Pixel (UVP)	Monitoring only VAST quartile tracking, 7 pixels to track each event type
3	Does Not allow Measurement	Ask Media Partner for Preferred Measurement	Contact your IAS representative for help with the certification process



For all CTV media partners (except for YouTube and Hulu), you can wrap your tags.



Where no VPAID or OMID is present the MMT will dynamically convert to the UVP to track VAST quartiles.



Our Automated Tag tool will generate either MMT or UVP based on your requirements.



For some CTV media partners, MMT or UVP will be determined by the Media Partner profile.



If any CTV placements are site-served, only UVP will be created, as MMT is not applicable for site-served media.

CAPABILITIES/METRICS COLLECTED BY ENVIRONMENT

ENVIRONMENT	IVT	BRAND SAFETY	VIEWABILITY	BLOCKING	VALID QUARTILES	IN-VIEW QUARTILES
Web VAST	 Yes	 Yes	 No	 No	 Yes*	 No
Web VPAID	 Yes	 Yes	 Yes	 Yes*	 Yes	 Yes
Web OMID	 Yes	 Yes	 Yes	 No	 Yes	 Yes
Mobile App OMID	 Yes	 Yes	 Yes	 No	 Yes	 Yes
CTV	 Yes	 Yes*	 Yes*	 Yes*	 Yes	 Yes*

*Blocking capabilities are implemented when the Multimedia Tag is blocking-configured, as opposed to a monitoring-configured tag.

Yes* MMT will default to the UVP to track the VAST quartiles

Pixel* MMT will default to UVP to track the VAST quartiles

MMT VS UVP

Both URLs begin with - <https://unified.adsafeprotected.com>

MMT EXAMPLE

```
https://unified.adsafeprotected.com/v2/111111/44444444?omidPartner=[OMIDPARTNER]&apiFramework=[APIFRAMEWORK]&bundleId=[BUNDLEID]&originalVastUrl=https://bs.servingssys.com/Serving/adServer.bs?c=23&cn=display&pli=107525333&ord=${CACHEBUSTER}
```

TROUBLESHOOTING SCENARIOS

- Platform cannot accept VPAID: API frameworks =7
- Platform cannot accept VPAID and OMID extension: apiframeworks=0
- Platform accepts VPAID & OMID: API frameworks =7.2
- Platform accepts VPAID only: API frameworks =2
- If the platform has no preference/requirements or is unknown, leave as it is : API frameworks =[APIFRAMEWORKS]
- You need to force the VAST version of Tag: Set IAS tag to vastVersion=2& mode=strict (example includes VAST 2.0)

UVP EXAMPLE

```
impression
https://unified.adsafeprotected.com/vevent/impression/111111/66666666?gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_278}&gdpr_pd=${GDPR_PD}&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&ias_xmtp=v&ias_xmapp=0&ias_xappb=INSERTMACROHERE&omidPartner=[OMIDPARTNER]&bundleId=INSERTMACROHERE

start
https://unified.adsafeprotected.com/vevent/start/111111/66666666?gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_278}&gdpr_pd=${GDPR_PD}&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&bundleId=INSERTMACROHERE

firstQuartile
https://unified.adsafeprotected.com/vevent/firstQuartile/111111/66666666?gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_278}&gdpr_pd=${GDPR_PD}&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&bundleId=INSERTMACROHERE

midpoint
https://unified.adsafeprotected.com/vevent/midpoint/111111/66666666?gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_278}&gdpr_pd=${GDPR_PD}&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&bundleId=INSERTMACROHERE

thirdQuartile
https://unified.adsafeprotected.com/vevent/thirdQuartile/111111/66666666?gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_278}&gdpr_pd=${GDPR_PD}&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&bundleId=INSERTMACROHERE

complete
https://unified.adsafeprotected.com/vevent/complete/111111/66666666?gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_278}&gdpr_pd=${GDPR_PD}&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&bundleId=INSERTMACROHERE

error
https://unified.adsafeprotected.com/vevent/error/111111/66666666?gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_278}&gdpr_pd=${GDPR_PD}&xsId=[PLEASE_IMPLEMENT_UNIQUE_ADSEVER_IMPRESSION_ID_HERE]&ias_xmtp=v&ias_xerr=[ERRORCODE]&bundleId=INSERTMACROHERE
```

UVP MACRO CHART WITH A LIST OF PARAMETERS AND THEIR DESCRIPTIONS

PARAMETER	DESCRIPTION
XSID	"External Session ID". It's a unique identifier for an ad session. Each ad session should use the same XSID to populate all UVP URLs. IAS recommends formats such as UUID v4 for the following advantages: • Guarantees uniqueness • Supported across all major programming languages • Avoids cases where an ad server integration generates different XSIDs per ad session or generates similar XSIDs over multiple ad sessions This must be populated for IAS to register impressions UVP and CTV Pixels. The ID should be provided by the ad server *Required
XAPPB	App Store ID of a given app. Publishers must pass this value to enable the App and App ID reporting dimensions. *Recommended for app-level reporting
XDEBUG	if the xdebug flag is true on the tracking pixels, the values result in a dump of the raw logs for this ad session.
CAMPAIGN_ID	Represents/populates the campaign ID for the placement within the publisher's adserver (i.e. Google Ad Manager).
PLACEMENT_ID	Represents/populates the placement ID for the placement within the publisher's ad server (i.e. Google Ad Manager. Do not confuse it with the IAS Placement ID or Advertiser Ad Server Placement ID.

Note: IAS no longer recommends cachebuster or timestamp macros for XSIDs in UVP. For cachebuster, each ad server's interpretation of cachebuster may not adhere to a stable unique identifier. For timestamp, each timestamp may be prone to generating similar values based on the time unit and the support for the various time units depends on each programming language and underlying system.