



Best Practices for Trading CTV Supply through BidSwitch

According to eMarketer, CTV ad spend is expected to grow more than 40% this year, exceeding \$13 billion in 2021, and growing to more than \$20 billion by 2023.

Having observed similar CTV growth trajectories across BidSwitch over the past year, we conducted a series of consultations and trading analysis with our partners with the goal of unifying how the space is developing and providing trading best practices to both CTV Buyers and Sellers.

The recommendations outlined below can and should be applied in most cases. Inevitably, there may be a large divergence from these best practices for some partners, and if you have trouble understanding why something related to your CTV buying or selling might be underperforming, contact your Account Manager for a more detailed assessment of your CTV trading.

For suppliers

Bid Request Signals

Ensure you include the recommended CTV signals in bid requests as they help most with targeting.

- ▶ Include the **app.bundle** and **app.storeurl** as these are important as part of app-ads.txt validation (see the [BidSwitch and app-ads.txt](#) section for more details).
- ▶ Include the **device.ifa**, **device.lmt**, and/or **device.ext.ifa_type** where appropriate. More details can be found in the [IAB Tech Labs OTT IFA guidelines](#).
- ▶ The **device.ua** (user agent) and **device.devicetype** fields can be important to some buyers trying to find CTV inventory. You should ensure that the device type, model, OS, etc. match the data in the User-Agent field.

Also, if you have any niche needs, such as only being able to support a limited set of VAST versions or only being able to use inline VAST, then let buyers and other parties know about these limitations.

Content Object

Fill out the Content Object values properly as this is highly valued by all CTV buyers, and, currently, too many Suppliers use it in a spray and pray manner. Some Buyers have built features to accommodate such behavior, but most have not, so indiscriminate usage is most likely hurting spend.

- ▶ The **content.genre** field should be a single string with a single genre. Most DSPs want either the Nielsen Content Genre or the Google Curated list of genres.
 - https://engineeringportal.nielsen.com/docs/DCR_OTT_Genre_List
 - <https://developers.google.com/display-video/ortb-spec#content-object>
- ▶ The **content.cat** should be a single category taken from the IAB Content Categories guide.
- ▶ Use the other fields correctly, such as **content.title**. This should contain the title and not the title, series, episode, and description all in one string. To pass such supporting data, the **content.season** and **content.episode** fields should be used for their explicit purpose.

App-ads.txt

Given the scope for fraudulent CTV inventory, the larger programmatic Buyers are pushing for greater app-ads.txt compliance and are looking to only buy direct inventory. As part of the latest update to the (app-)ads.txt specification, support has been added to cater for the needs of TV inventory that is often sold in a different manner to normal web advertising.

- ▶ The **INVENTORYPARTNERDOMAIN** directive can be used in ads.txt files and is a pointer to the domain of an entity that is explicitly authorized to monetize ads within the application's content. The partner's corresponding (app-)ads.txt file will be hosted at this domain.
- ▶ This information is passed in bid requests using the **site|app.ext.inventorypartnerdomain** which indicates where the app-ads.txt file is maintained. Complete details can be found on the IAB's page <https://iabtechlab.com/ads-txt/> and its associated links:
 - <https://iabtechlab.com/wp-content/uploads/2021/03/ads.txt-1.0.3.pdf>
 - <https://iabtechlab.com/wp-content/uploads/2021/03/ctv-app-ads-explainer-guide.pdf>

IP Address

- ▶ If the inventory is server-side, where the content is routed through a vendor's data centre, then you should ensure that the user's IP address is being sent in the request and that the impressions are also coming from the same IP address. You can use the **x-forwarded-for** header to provide the client IP address. See the **Server-to-Server (s2s) Calls** section within BidSwitch's documentation portal for more details.
- ▶ If there is no IP address for privacy reasons, or because it is simply unavailable, then the geo object should be populated thoroughly.

Impression Tracking

- ▶ Ensure that the full spectrum of impression events is populated (e.g. start, mid, completion) and that they are sent to the relevant Buyer when they are triggered.
- ▶ If the impression expiry timeout is unspecified, BidSwitch will set the imp.exp field for CTV ads to 55 minutes by default. If longer timeouts are needed, you should populate the imp.exp field with the appropriate time to avoid any potential discrepancies with Buyers. You should also check with Buyers in advance what is the longest expiry time they accept for impression events.

FOR BUYERS

Targeting CTV through BidSwitch

- ▶ Currently, the majority (78%) of CTV inventory on BidSwitch is being traded through deals. This can be further broken down as follows: 55% open auction deals, 24% private auction deals, and 21% open exchange. To streamline deals setup and minimize human error when setting up/executing deals-based buying, we recommend all Demand partners to integrate with our [Deals Sync tool](#).
- ▶ For open exchange CTV buying, we recommend setting up a targeting group with whitelisted bundles. Currently, the whitelist limit is 5,000, but much greater limits (millions of records) will be available in Q4 2021.
- ▶ It is also possible to setup a targeting group that only passes CTV devices, though this approach can sometimes filter out OTT TV inventory, which plays on phones or other devices and comes through looking like app inventory.

Server-side Ad Insertion (SSAI)

If delivery of ads requires the use of SSAI or DAI (Dynamic Ad Insertion), then ensure that the vendor(s) used have been certified where appropriate. Currently that means being [certified with DV360](#) and a number of other Buyers.

Certification will help to avoid false IVT (invalid traffic) claims and to define the correct process of calling server-side impressions and ensuring that the impression events can also be called from the client. Consult with your Account Manger if you need more details about any particular partner.

Get started trading CTV today

As CTV trading continues to grow, it's important that you understand and implement best practices into your own supply configuration and bid request/response transmission. If you have other questions related to your CTV trading, not addressed above, feel free to contact your Account Manager or email support@bidswitch.com for additional information, or to request a deeper analysis of your specific trading activity.