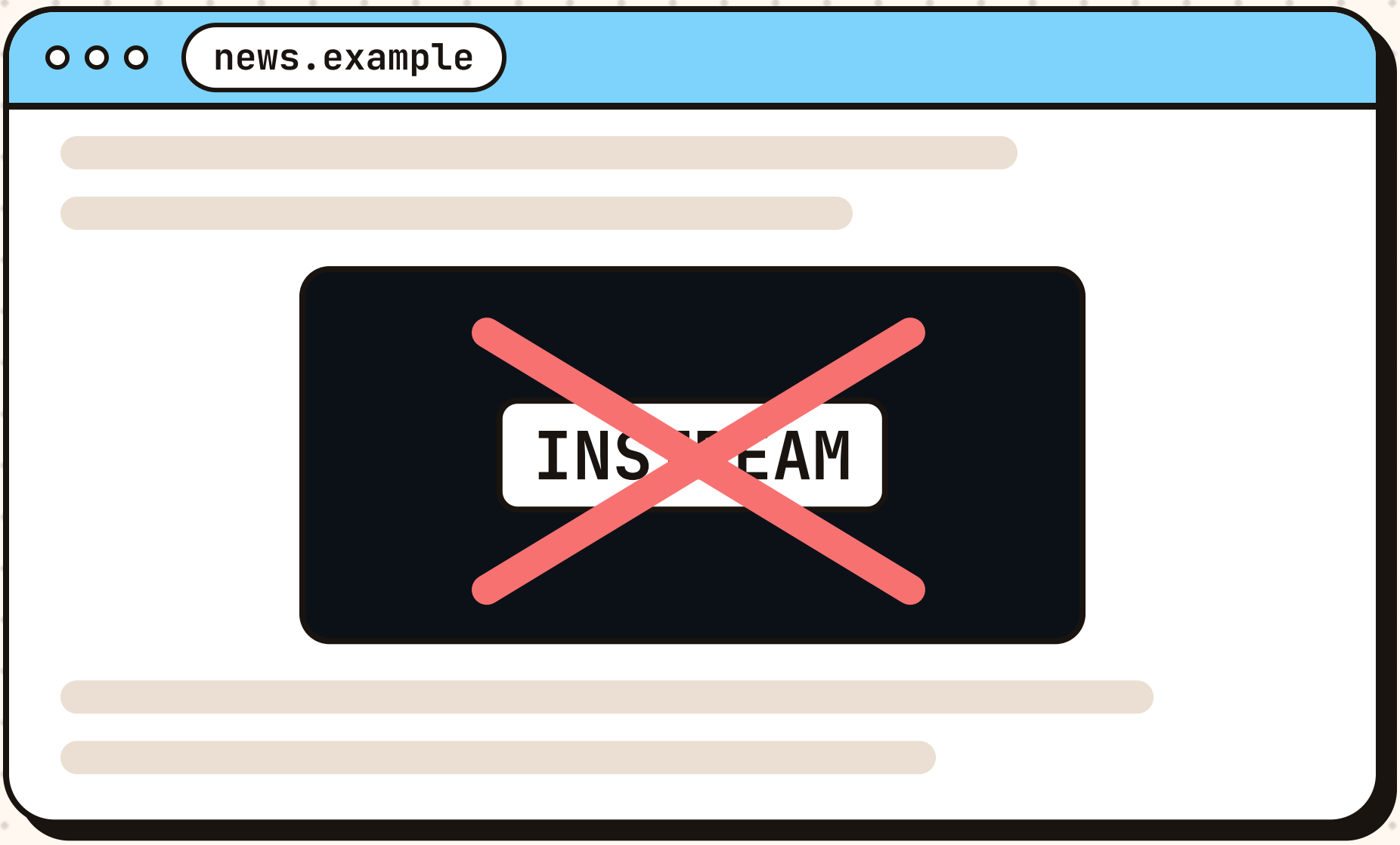
Adtech lessons · S6 · Ep 1

That video ad isn't instream.

Instream vs outstream, and the one field buyers read.

Swipe →

RediAds blog.rediads.com/learn



Video beside your article? Not instream.

The term

Instream

The ad plays before, during or after video the viewer **chose to watch**.

The field · IAB, 2023

One bid request field decides: plcmt, short for placement.

```
"video": { "plcmt": 1 }
```

Four values. Each one tells buyers what the viewer actually sees.

On news.example

1

Instream

Reader opens a video story and presses play. The ad before it.

2

Accompanying content

A muted player starts between paragraphs as the reader scrolls.

No content around it

3 Interstitial

A full-screen video ad, say between game levels.

4 Standalone

A video ad in a feed or slideshow.

Industry shorthand

The industry still calls 2, 3 and 4 outstream.

1 INSTREAM

2 ACCOMPANYING

3 INTERSTITIAL

4 STANDALONE

OUTSTREAM

Buyers bid differently on each, so **label honestly**.

Your check today

Does your plcmt match the screen?

- [x] Find plcmt in a bid request from your player
- [x] Compare it with what viewers see



Recap

Four plcmt values:

1 Instream

2 Accompanying

3 Interstitial

4 Standalone

NEXT · EP 2

VAST: what a video ad tag actually is

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S6 · Ep 2

What's inside a VAST tag?

The XML file every video player reads before an ad plays.

Swipe →

NEWS.EXAMPLE · VIDEO PLAYER



Your player asks for an ad. What comes back?

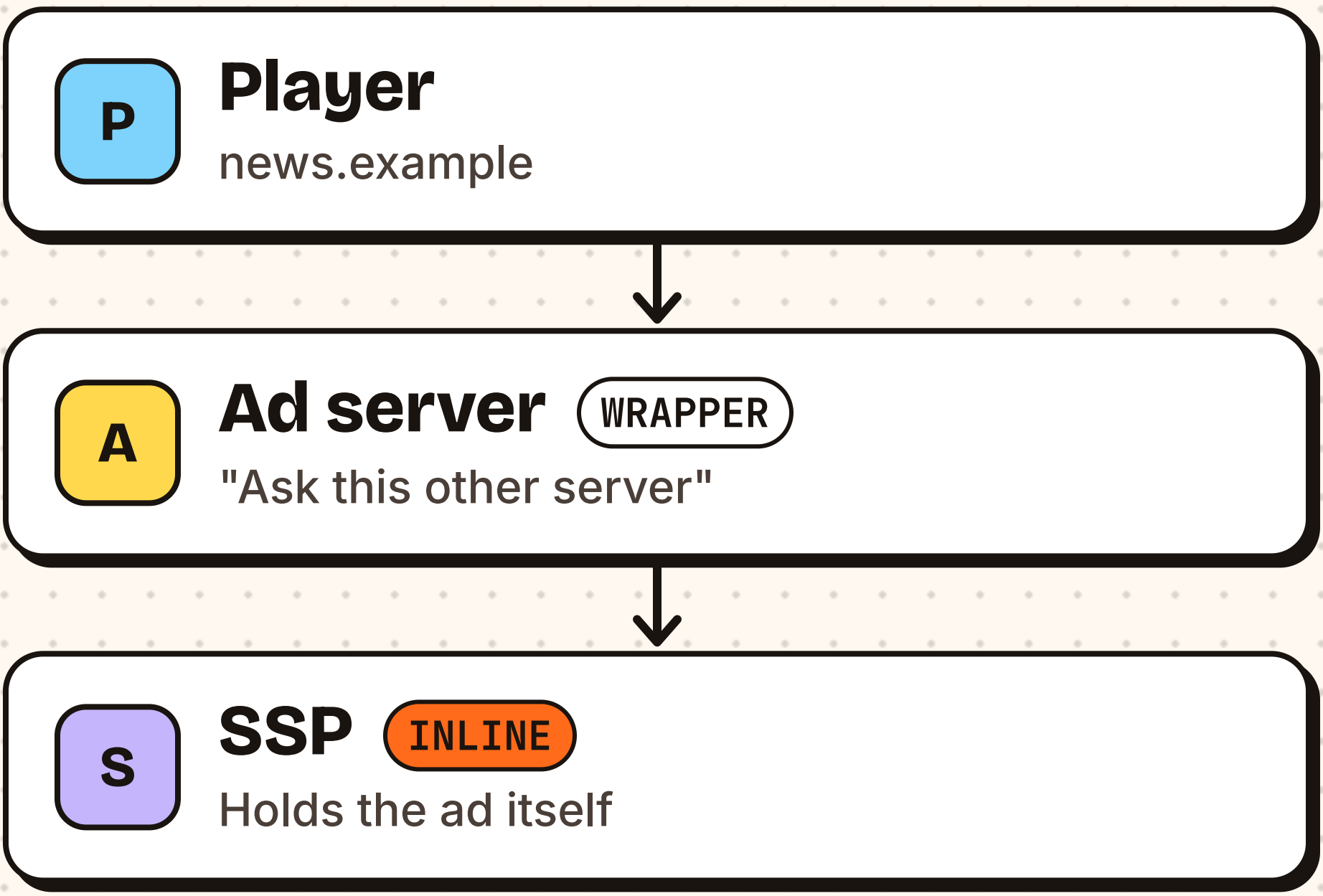
The term

VAST

An XML template telling a video player **what to play and report**.

Step 1 · Two shapes

A mid-roll starts. The player calls its ad server.



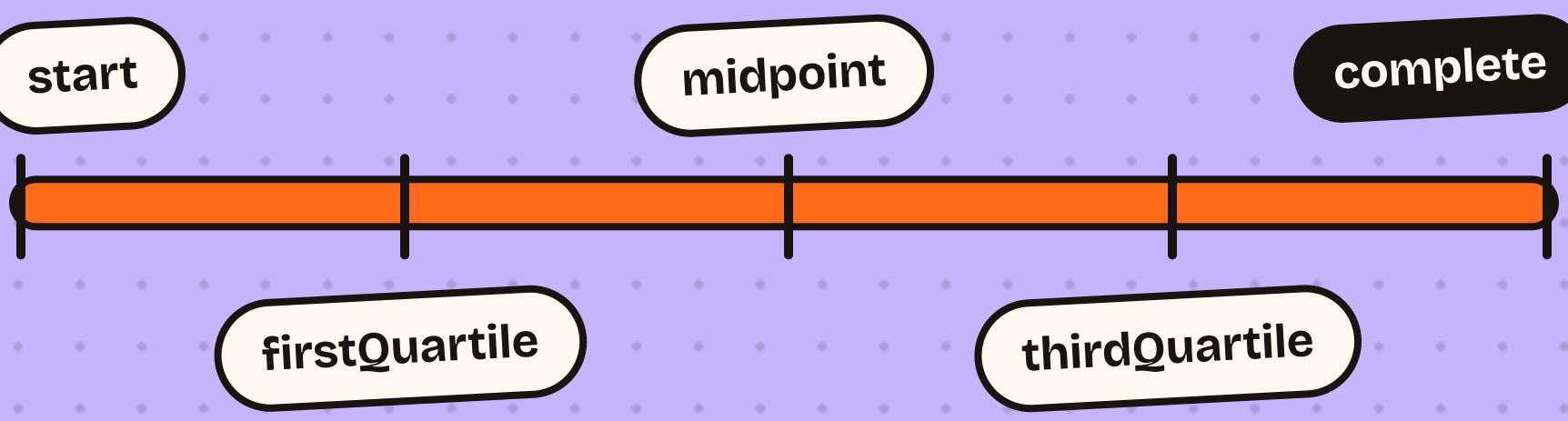
Step 2 · Inside an InLine

```
<InLine>
  <Impression>
    https://track.example/imp
  </Impression>
  <Duration>00:00:15</Duration>
  <MediaFile width="1920">
    ad.mp4
  </MediaFile>
</InLine>
```

A link to ping when it starts, a **duration**, and media files: the video in several sizes.

Step 3 · Tracking events

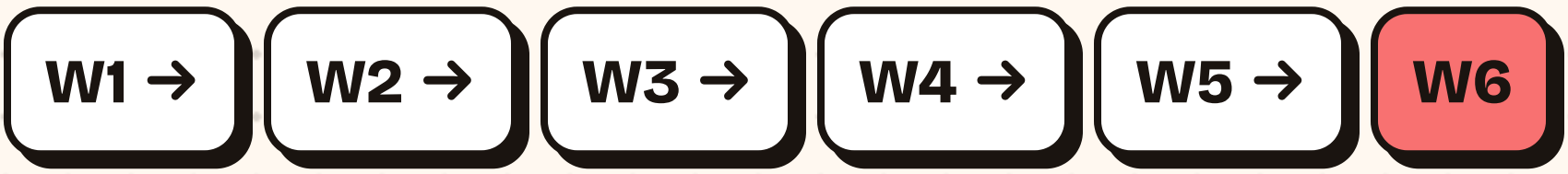
The player fires each one, so the buyer knows it ran.




```
0 S → 15 S AD
```

Step 4 · The wrapper limit

Every Wrapper adds a round trip.



After more than five, the player may give up, report **error 302** and play **nothing**.

Your check today

Count your Wrappers.

- [x] Paste a video tag into a VAST tester
- [x] Count the Wrappers before the InLine

Recap

One VAST tag:

1 Shape

2 Inside

3 Track

4 Limit

NEXT · EP 3

Ad pods: why CTV can't auction one slot at a time

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S6 · Ep 3

Sell the break, not the slot.

Ad pods: why CTV can't auction one slot at a time.

Swipe →

A 60-SECOND TV BREAK, SOLD SLOT BY SLOT

Slot 1	A 30s car ad wins	✓
Slot 2	Rival car brand: can't run back to back	✗
Next	A 45s ad: too long	✗

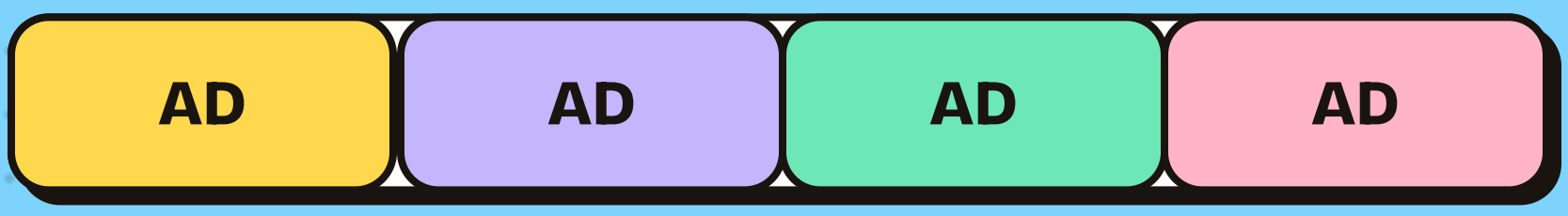
CAR A · 30s | 30s EMPTY

Thirty seconds sit empty.

The term

Ad pod

A group of ads played back to back in one break.



Step 1 · OpenRTB 2.6 pod bidding

One request carries the whole break.



Every slot shares **one pod ID.**

Step 2 · The pod fields

What the request tells buyers about the break.

```
"video": {
  "podid": "pod_1",
  "poddur": 60,
  "maxseq": 4,
  "mincpmpersec": 0.50,
  "slotinpod": 1 }
```

60s pod

Max 4 ads

Per-second floor

1 = first position

Step 3 · Per-second floor

Longer ads must bid more.

$0.50/sec × 30s

$15

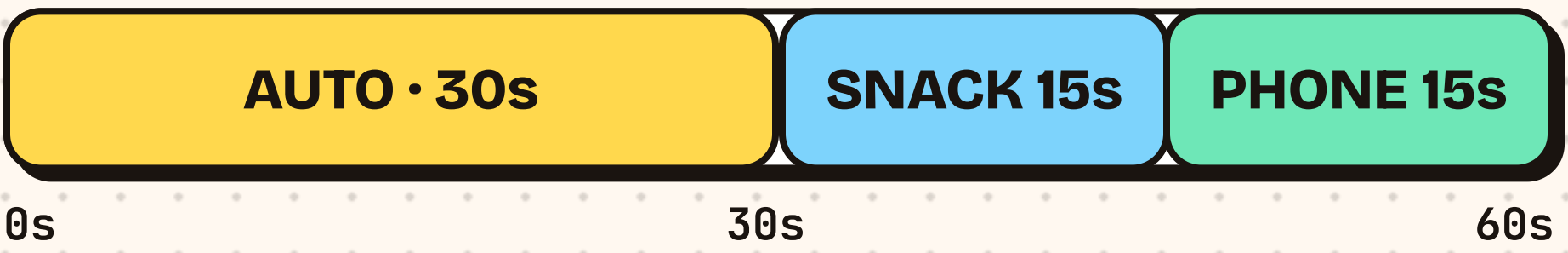
CPM FLOOR FOR A 30-SECOND AD

Figures are illustrative.

Step 4 · Build the pod

The seller builds a set that fills **all 60 seconds**.





Your check today

Ask your SSP one question.

"Do our CTV requests carry a **pod ID**?"

- [x] podid sent?
- [x] poddur sent?

Recap

Sell the break:

1 Pod

2 One request

3 Per-second floor

4 Fill 60s

NEXT · EP 4

SSAI vs CSAI: stitching ads into the stream

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S6 · Ep 4

SSAI vs CSAI.

Stitching ads into the stream, and the tracking catch.

Swipe →

MID-SHOW, ON A TV



The screen freezes.

A spinner turns. The ad never loads.

The terms

CLIENT-SIDE · CSAI

The player fetches the ads.

SERVER-SIDE · SSAI

A server stitches them in first.

Step 1 · Client-side

Every TV pauses the show and fetches its own ad.

1 **Ad server**
The TV calls it

2 **VAST**
The TV reads it

3 **Video**
Downloads, then plays

Slow TV or network? Spinner.

Step 2 · Server-side

One smooth stream.

A stitching server requests the ad for each viewer, picks a ready, transcoded copy and splices it in.



The TV plays it like broadcast.

Step 3 · The catch

Tracking.

10,000

IMPRESSIONS · ONE SERVER

Looks like invalid traffic

Step 4 · The fix

VAST says stitchers must forward each viewer's details.

```
// one header pair per viewer
X-Device-IP: 203.0.113.7
X-Device-User-Agent: SmartTV/…
```

Your check today

Using SSAI? Ask your vendor.

"Do requests and tracking calls pass the device IP and user agent?"

- [x] Device IP on ad requests
- [x] Device user agent on tracking

Recap

Stitch, then forward:

1 CSAI fetches

2 SSAI stitches

3 One IP

4 X-Device

NEXT · EP 5

One CTV app, many supply paths

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S6 · Ep 5

One CTV app, many supply paths.

An illustrative walk-through.

Swipe →

RediAds blog.rediads.com/learn

ONE TV BREAK · ILLUSTRATIVE CASE

100

WAYS FOR BUYERS TO REACH IT

The same break, again and again.

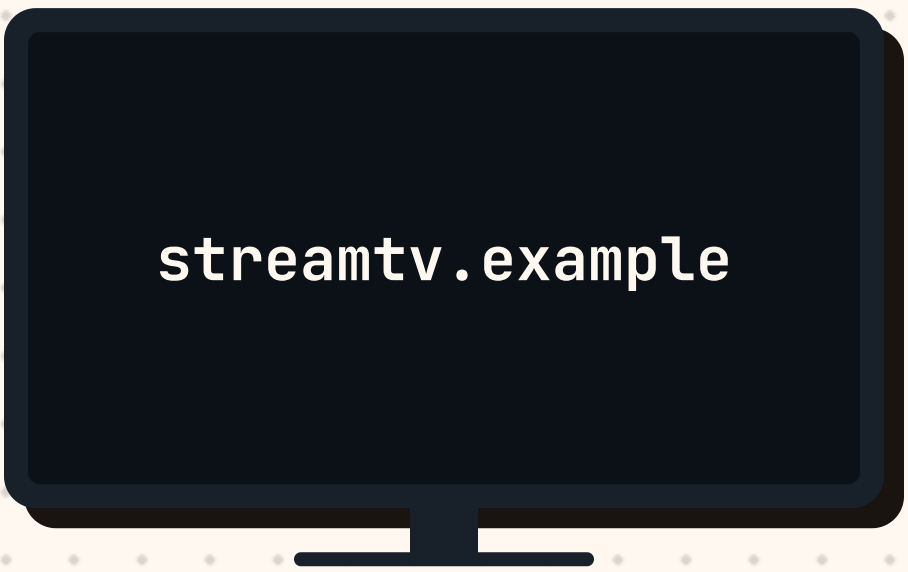
Not a measured count: a worked example.

The term

Supply path

The **chain of sellers** between your ad break and the buyer.

Step 1 · Direct



The app sells through 5 SSPs, direct.

SSP 1 | SSP 2 | SSP 3 | SSP 4 | SSP 5

= 5 paths

Step 2 · Inventory share

The TV platform carrying the app holds a contractual share of breaks, sold through 5 more SSPs.



= 10 paths

Step 3 · Resellers

9 resellers (audience extension partners and ad networks) each plug into 10 SSPs.

5 + 5 + 90

100

PATHS TO ONE APP

ILLUSTRATIVE, NOT MEASURED

Step 4 · The buyer's view

So buyers cut paths.

- ✕ Same break, again and again
- ✕ The DSP may bid against itself
- ✕ Every hop can take a fee

A direct path that looks no cleaner can get cut too.

Your check today

Open your app-ads.txt.

```
ssp.example, 4417, DIRECT
resell.example, 9921, RESELLER
adnet.example, 77, RESELLER
```

- [x] Count DIRECT and RESELLER lines
- [x] Ask each reseller where they resell

Recap · illustrative

Fewer, cleaner paths get the bids.

5 direct

+5 platform share

+90 resellers

= 100

NEXT · EP 6

app-ads.txt for apps and CTV

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 6

Adtech lessons · S6 · Ep 6

Perfect file. Buyers still can't find it.

How buyers find your app-ads.txt, for mobile and CTV apps.

Swipe →

RediAds blog.rediads.com/learn

YOUR APP-ADS.TXT

app-ads.txt ✓ valid

Buyers don't guess. They follow a signpost.

If the signpost points elsewhere, the file never gets read.

The term

app-ads.txt

The **public list** of who may sell your app's ads.

Same idea as ads.txt, for **mobile and CTV apps.**

Step 1 · The store listing

A crawler opens the store listing and reads the **developer website**.



Step 2 · Build the address

Drop the www. Add /app-ads.txt.

~~www.~~game.example

↓

game.example/app-ads.txt

Step 3 · Match the line

The bid request says seller 12345 at ssp.example.

```
bid request {
  "storeurl": "play.google.com/…",
  "publisher": { "id": "12345" } }
```

```
game.example/app-ads.txt
ssp.example, 12345, DIRECT
```

Match. Authorized.

The common mistake

Listing points to a link page or old domain? No match.

CTV APPS

Same chain, with the TV store's app ID.

A partner sells some breaks? Add:

```
inventorypartnerdomain=partner.example
```

Your check today

Open each store listing.

"Does that developer website **host our file**?"

- [x] Developer site set in every store
- [x] File at that domain's root

Recap

How a buyer finds your file:

1 Listing

2 Address

3 Match

CTV too

NEXT · EP 7

Mediation waterfall vs in-app bidding

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 7

Adtech lessons · S6 · Ep 7

Why ask ad networks one at a time?

Mediation waterfall vs in-app bidding, on one impression.

Swipe →

RediAds blog.rediads.com/learn

YOUR APP'S AD SLOT

1 Net A | 2 Net B | 3 Net C

Still asking in a queue?

The order you ask in can leave money on one impression.

The term

Mediation

The layer in your app that picks which ad source **fills each ad**.

Step 1 · The waterfall

Order = the average eCPM you set.

1 **Network A**
$5.00 average eCPM

2 **Network B**
$3.00 average eCPM

Google: not what a network **will pay right now.**

Step 2 · One user, right now

A is called first and fills at $2. B would have paid $8.

Net A		$2.00	FILLED
Net B		$8.00	NOT ASKED

$6 GAP

Step 3 · Bidding

A and B bid at once. Two against eight.



B wins at $8 CPM

Most setups · Hybrid

1 **Bidding auction**
AdMob runs it first

2 **Waterfall**
Winner slotted in by value

A losing bidder **isn't called again.**

UNITY ADS

No new waterfall placements.

Your check today

Find your waterfall-only sources.

- [x] List every waterfall-only ad source
- [x] Ask each one about bidding

Recap

Ask everyone at once:

1 Waterfall

2 Gap

3 Bidding

4 Hybrid

NEXT · EP 8

AdMob, MAX, LevelPlay: the three platforms behind most app mediation

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 8

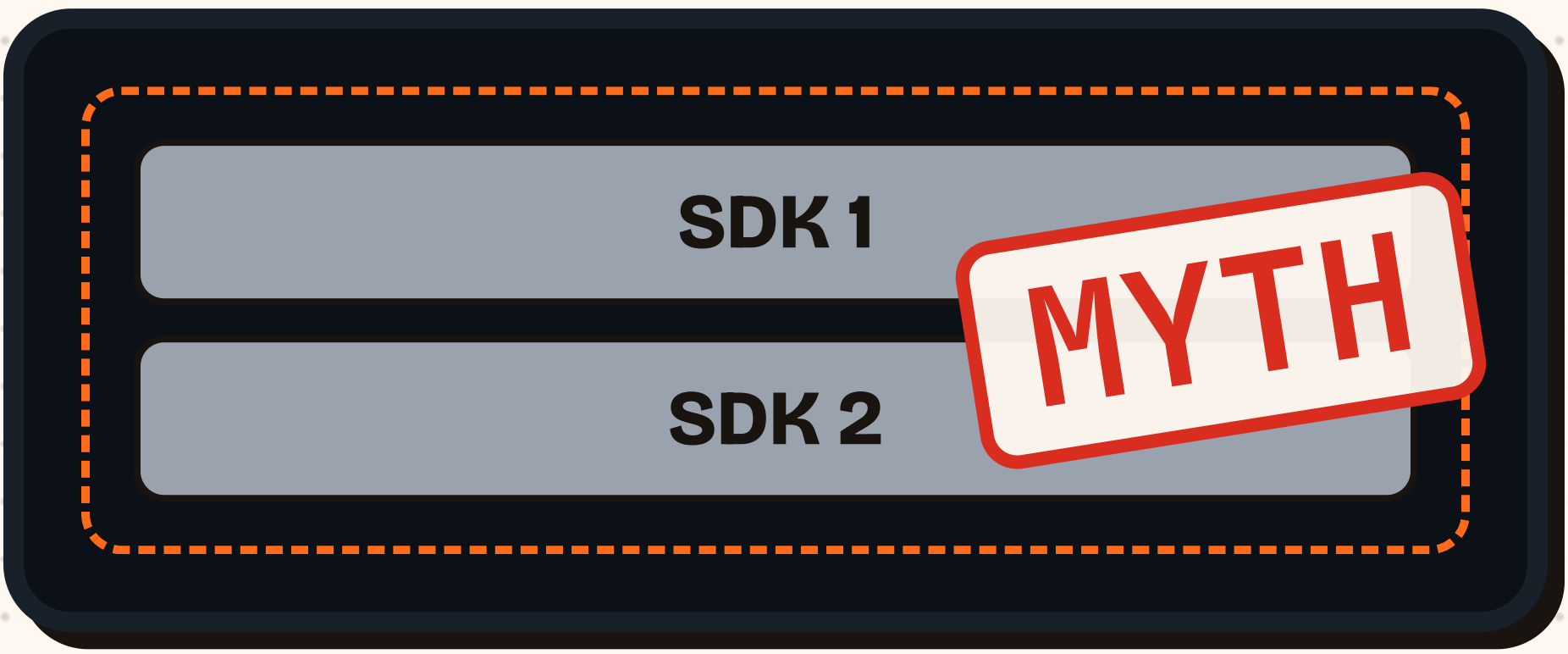
Adtech lessons · S6 · Ep 8

AdMob, MAX, LevelPlay.

The three platforms behind most app mediation, and why one should own each ad unit.

Swipe →

TWO MEDIATION SDKS · ONE AD UNIT



More demand? No. They split it.

The term

Mediation platform

The SDK that runs your app's **auction** across every ad network.

Three names, no favourites

1 **Google AdMob**
Bidding + waterfall in one mediation group

2 **AppLovin MAX**
Unified first-price auction. Highest CPM wins.

3 **Unity LevelPlay**
Hybrid: bidding + non-bidding sources

The twist

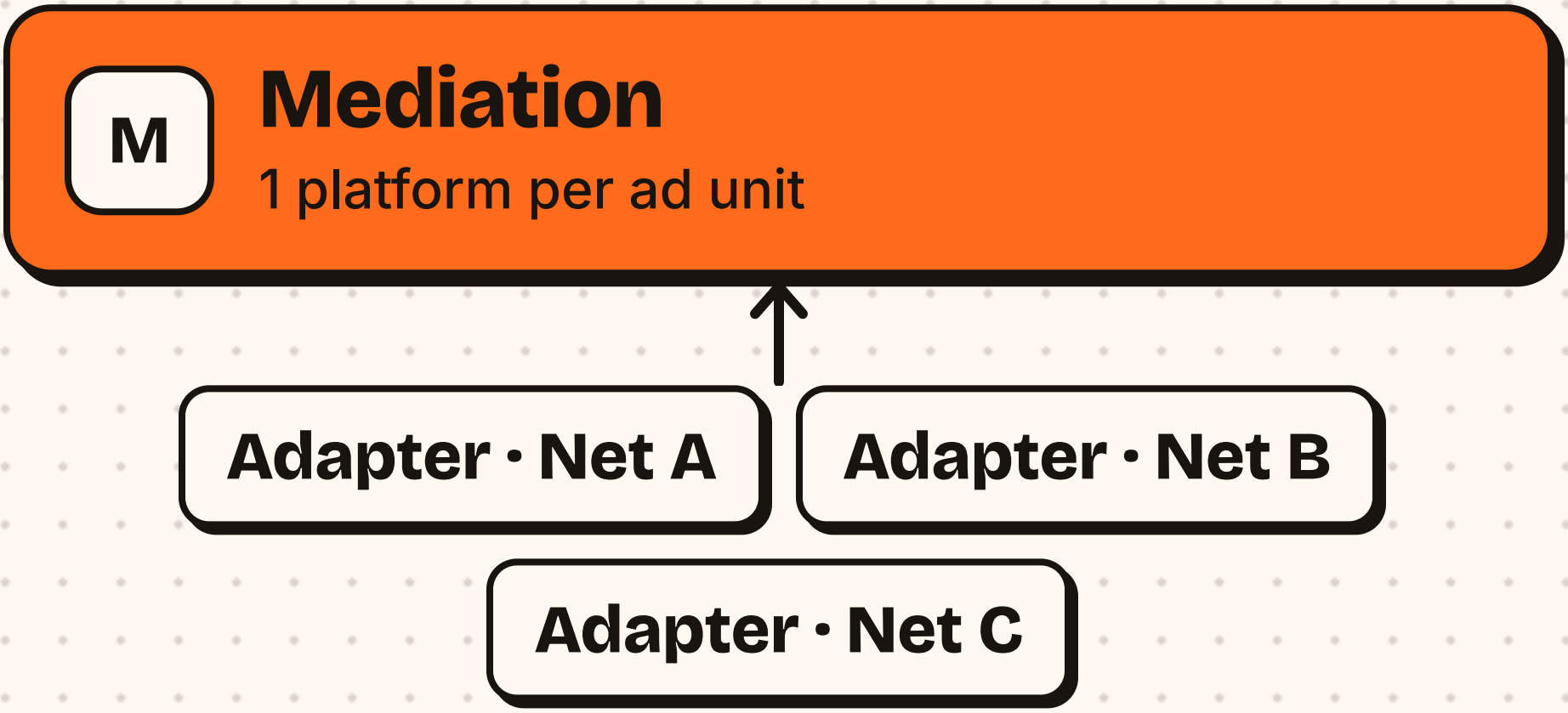
Their demand plugs into each other.

LEVELPLAY NETWORKS INCLUDE

- ironSource Ads
- Unity Ads
- AppLovin
- Google AdMob
- Pangle

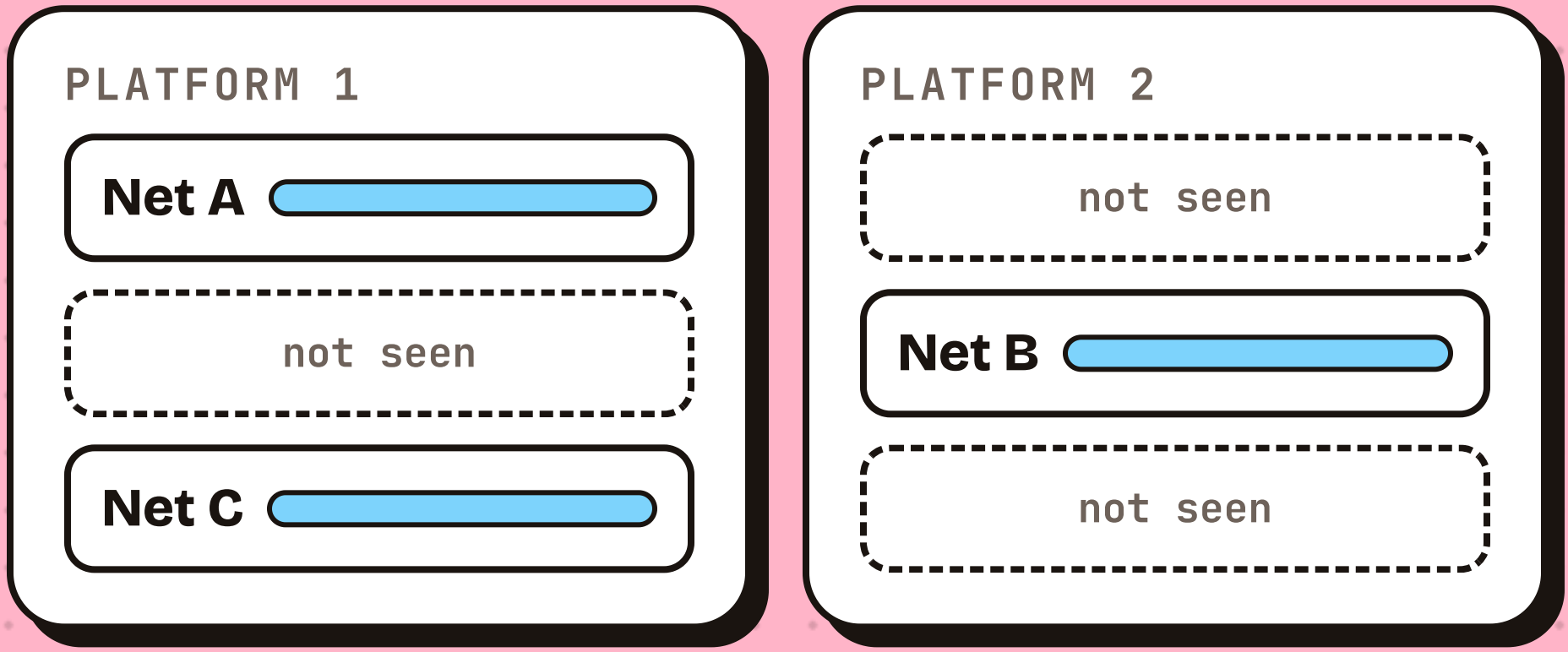
The rule

One platform per ad unit. Other networks plug in through adapters.



Two platforms, one ad unit

Each sees half the bids.



Reportedly, these three run **most** app mediation.

Your check today

Who makes the show-ad call?

```
mediation.showAd("level_end")
```

- [x] That SDK is your mediation platform
- [x] One platform per ad unit

Recap

One auction per ad unit:

AdMob

MAX

LevelPlay

Pick one

NEXT · EP 9

Rewarded ads: the format players opt into

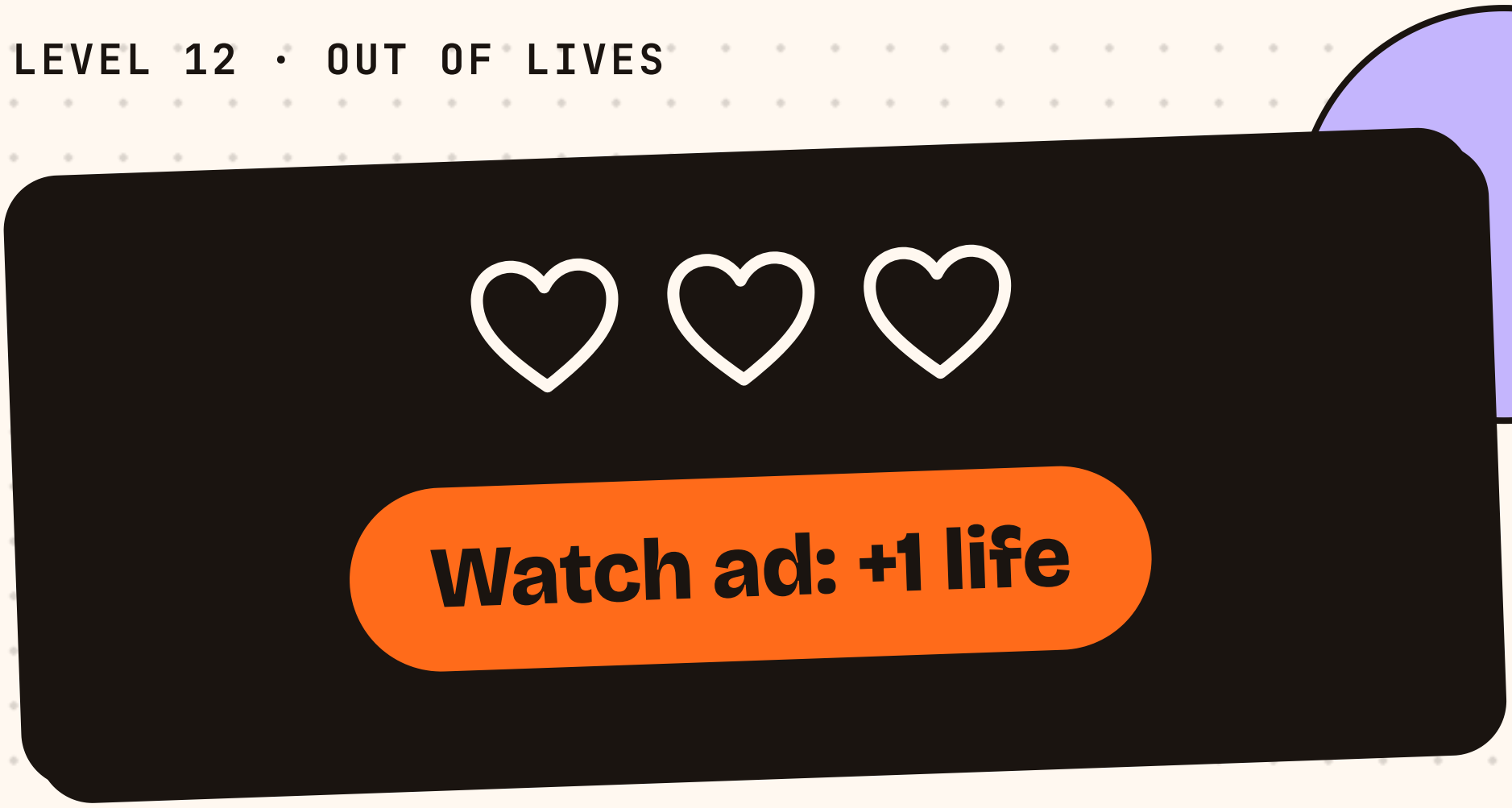
Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S6 · Ep 9

Rewarded ads.

The one ad format players opt into, and the rules that come with it.

Swipe →



The user taps. By choice.

That choice is the whole format. Here's how to run it right.

The term

Rewarded ad

An ad the user **chooses to watch**, for an in-app reward.

Puzzle Pop's flow has **four steps**.

Steps 1–2 · Ask

The button names the deal. Then the user taps to opt in.

1

The button

"Watch a short video, get one extra life"

2

The user taps

No tap, no ad

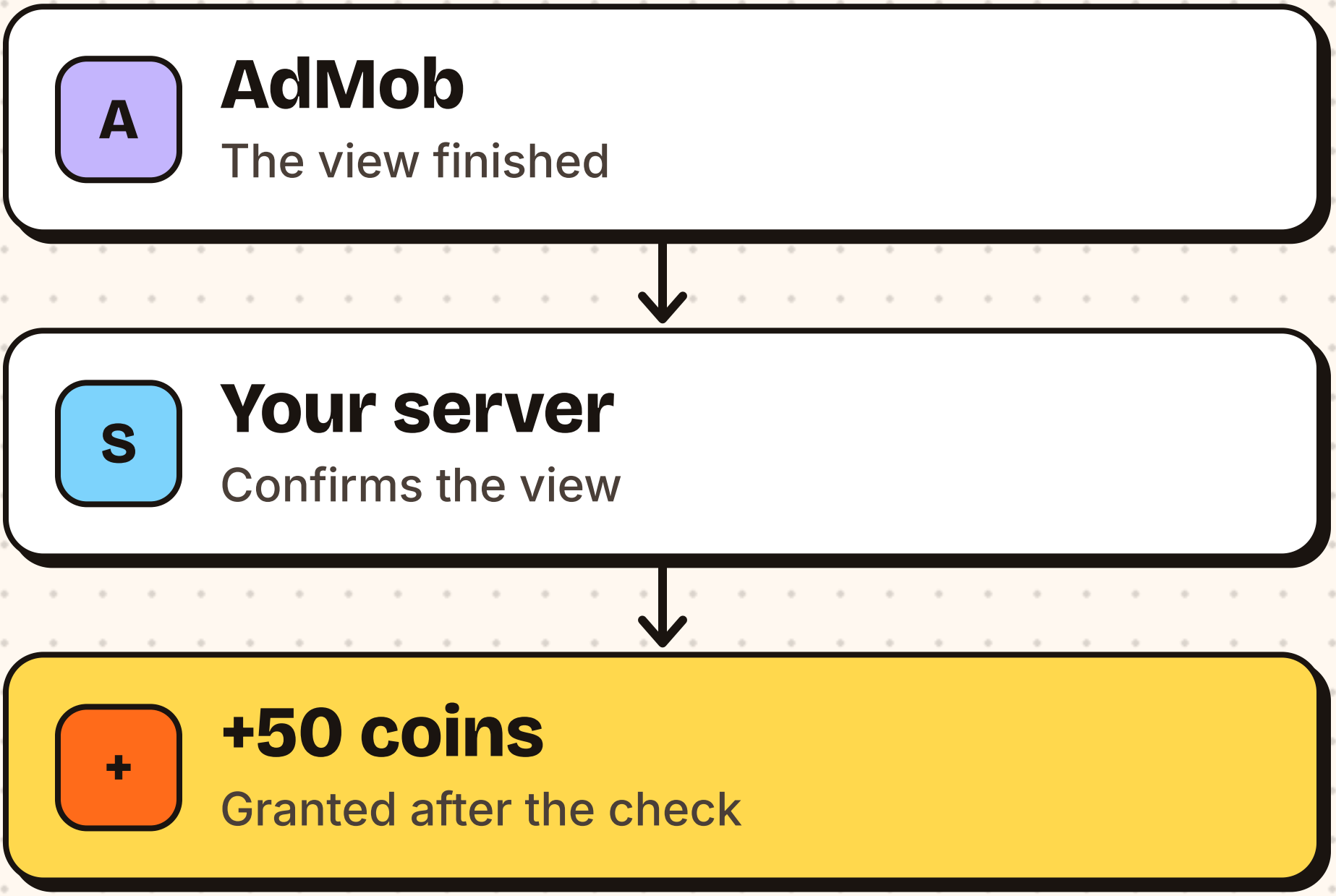
Steps 3–4 · Play, reward

The ad plays, and can still be closed. At the reward point, the ad SDK fires a **callback**.

```
// reward point reached
onUserEarnedReward()
→ game grants +1 life
```

Valuable rewards

Coins? Add server-side verification. Google pings your server to confirm the view first.



AdMob policy

Three rules.

- [x] No cash or gift cards
- [x] Declining must not break the game
- [x] Rewarded interstitial, shown without a tap: an intro screen with a clear **No**

Your check today

Play your own game.

"Does every rewarded button **name its reward**?"

- [x] Tap through every rewarded button
- [x] Fix any that hide the reward

Recap

They chose it. Deliver it.

1 Name it

2 Tap

3 Play

4 Callback

NEXT · EP 10

ATT, IDFA and SKAdNetwork in one minute

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S6 · Ep 10

32 zeros.

ATT, IDFA and SKAdNetwork in one minute.

Swipe →

THE AD ID WHEN AN IPHONE USER SAYS NO

```
00000000-
0000-0000-0000-
000000000000
```

No ID to link.

Buyers can't link that user to past behaviour. So how are installs counted?

The terms

IDFA and ATT

IDFA: Apple's advertising ID.

ATT: the prompt asking to use it.

Tap **"Ask App Not to Track"** and the IDFA reads all zeros.

Step 1 · Apple's answer

Installs are counted by SKAdNetwork and, since iOS 17.4, AdAttributionKit.

S

SKAdNetwork

Part of StoreKit

Shared network IDs

A

AdAttributionKit

iOS 17.4 and later

Step 2 · The postback

Signed ad → install and open → later, a **signed postback**.

```
postback {
   "conversion-value": 12,
   "did-win": true,
   "user-id":
}
```

A small conversion value. **No user ID.**

Step 3 · Which one?

Apple's docs now point to AdAttributionKit.



SKAdNetwork **still works**. They share network IDs.

Your part · one list

Only networks named in your app's Info.plist can get credit.

```
Info.plist
"AdNetworkIdentifiers": [
  "f2d92a.adattributionkit",
  "2jida.adattributionkit"
]
```

No ID in your plist = **no credit**.

Your check today

Compare two lists.

Your Info.plist vs your mediation platform's network ID list.

- [x] Get your platform's current ID list
- [x] Compare it with Info.plist

Recap

No IDFA? Attribution still needs your list.

ATT asks

Signed ad

Postback

Your list

NEXT · SEASON 7

Speed, quality and measurement

Watch the 60-second video at
blog.rediads.com/learn

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