OTT/CTV Store Assigned App Identification Guidelines

December 2019
This document is intended to be used by supply side platforms (SSP), buy side platforms (DSP), and publishers. Supply side platforms monetizing over-the-top (OTT) inventory should use this guide to determine the correct app ID to pass in the video ad serving template (VAST) and OpenRTB (real-time bidding) requests. Buy side platforms purchasing OTT inventory should use this guide to understand the correct way to identify and verify app inventory from these platforms. Publishers should use this guide to understand what ID should be used to identify an app on a given platform.

Problem Statement
Unique app identifiers within OTT inventory are crucial for buyers, first and foremost as a way of knowing which apps they are buying, but also in targeting, blacklisting, brand safety and fraud prevention. In the same way domains can be used to identify and understand web traffic, buyers need a standardized way to identify and understand what apps they are buying on. This unique store ID is also necessary for fraud prevention specs like the IAB Tech Lab’s app-ads.txt.

In the mobile world, there are two dominant operating systems - Apple iOS and Google's Android OS, each with their own app store. The industry has aligned on transacting through IDs that can be verified in these app stores. On Android these are referred to as “app bundles” and on iOS as “app IDs”. Collectively we are referring to these as store IDs for this document. Using non-unique IDs like “bundle IDs” on iOS has caused confusion in technical specs and in ad operations. As the connected TV (CTV)/OTT space is nascent and fragmented with a large number of device platforms and app stores for each platform, this document attempts to head off similar confusion in the CTV/OTT space by advocating the using the term “store ID” consistently.

The purpose of this document is threefold:
1. Provide guidance on the value that should be used as the store ID for each OTT platform
2. Provide recommendations for platforms that may not have an app store, or a store ID implementation in place
3. Provide direction on how to use the IDs in various IAB Tech Lab protocols

Proposal
In order to have a standardized approach across device types, the same information should be used to identify app inventory whether on mobile, tablet, or CTV devices. The unique identifier assigned to a given app when integrated in an app store (the store ID) should be used for the purposes of identifying an app. This is the standard practice for mobile apps, and should be applied to apps on CTV devices as well. App store IDs are named and formatted differently across different app stores, but the core purpose is the same: a way to identify a specific app that is unique, persistent and won’t become obsolete when apps change names.
IDs that are not unique within the app store (like the “bundle id” in iOS/tvOS) should not be used as the unique identifier.
The following table lists common OTT platforms and the unique identifiers that should be used for each.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Identifier</th>
<th>Example</th>
<th>Where to find this ID?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android (mobile &amp; CTV)</td>
<td>Developer defined alphanumeric value that is unique across the Google Play store (often in a com.appname format)</td>
<td>com.tubitv</td>
<td><a href="https://play.google.com/store/apps/details?id=com.tubitv">https://play.google.com/store/apps/details?id=com.tubitv</a></td>
</tr>
<tr>
<td>Amazon</td>
<td>Alpha-numeric Amazon Standard Identification Number (ASIN).</td>
<td>B075NTHVJW</td>
<td><a href="https://www.amazon.com/Tubi-Inc/dp/B075NTHVJW">https://www.amazon.com/Tubi-Inc/dp/B075NTHVJW</a></td>
</tr>
<tr>
<td>Microsoft</td>
<td>Alpha-numeric ID auto-generated by Microsoft.</td>
<td>9n1sv6841f0b</td>
<td><a href="https://www.microsoft.com/en-us/p/tubi-free-movies-and-tv/9n1sv6841f0b">https://www.microsoft.com/en-us/p/tubi-free-movies-and-tv/9n1sv6841f0b</a></td>
</tr>
<tr>
<td>Samsung smart TV</td>
<td>Numeric ID assigned by the Samsung app store. Numer ID is prefaced with &quot;G&quot;</td>
<td>G15115002089</td>
<td><a href="https://www.samsung.com/us/appstore/app/G15115002089">https://www.samsung.com/us/appstore/app/G15115002089</a></td>
</tr>
<tr>
<td>LG Smart TV</td>
<td>Numeric store ID assigned by the LG app store.</td>
<td>70503</td>
<td><a href="https://us.lgappstv.com/main/tvapp/detail?appid=70503">https://us.lgappstv.com/main/tvapp/detail?appid=70503</a></td>
</tr>
<tr>
<td>Sony Playstation</td>
<td>Alpha-numeric ID assigned by the Playstation app store.</td>
<td>UP8834-CUSA08686_00-TUBITVPS40000000</td>
<td><a href="https://store.playstation.com/en-us/product/UP8834-CUSA08686_00-TUBITVPS40000000">https://store.playstation.com/en-us/product/UP8834-CUSA08686_00-TUBITVPS40000000</a></td>
</tr>
<tr>
<td>Vizio</td>
<td>Alpha-numeric ID assigned by the Vizio app store.</td>
<td>d77af21f</td>
<td><a href="https://www.vizio.com/smart-tv-apps?appName=newsy&amp;appId=d77af21f">https://www.vizio.com/smart-tv-apps?appName=newsy&amp;appId=d77af21f</a></td>
</tr>
</tbody>
</table>

The platforms listed above have all met the requirement of having a valid app store. For the use of this document an app store meets the requirements of:

- Exposing a consistent and unique store ID for each individual app
- A crawlable, web-based app store URL that has a unique URL for each app available and publishes app metadata including the developer name.
Platforms without app stores:
While this guidance is meant to apply to app store supported Connected/Smart TV devices, the IAB OTT working group recognizes that there are many new and emerging digital TV devices (and even legacy Set-Top Boxes) that are not supported by a defined app store. For those platforms where an app store does not exist, we recommend the publishers use the following format for store IDs: `appname.deviceplatform` (e.g. `com.nbcu.peacock.x1`).

Communication:
This unique identifier should be passed in
- the `app.bundle` field in OpenRTB 2.x.
- the `app.storeid` field in AdCOM 1.0 (used in OpenRTB 3.0)
- the `[STOREID]` macro in the VAST ad requests and tracking pixels (as defined in VAST 4.x specs)

In order to correctly identify the app store, the app store URL should also be passed in
- the `app.storeurl` field in OpenRTB
- the `[STOREURL]` macro in VAST ad requests and tracking pixels (as defined in VAST 4.x specs)

Following the above guidance will help reduce misalignment and errors in identifying the source of OTT inventory.

To request a platform be added to this document or if you have any questions about this guidance, please reach out to video@Iabtechlab.com

Note – we are aware that the terms OTT and CTV have been used interchangeably even though they have differences and overlaps. The guidance above is intended for all internet connected devices that are connected to (or part of) a television set and not intended for mobile and desktop inventory.