OM SDK CTV Release 1.5: What is new?

IAB Tech Lab Open Measurement SDK 1.5 marks a new milestone in the cross channel measurement journey. It is a release designed to support HTML5 CTV environments, such as Samsung and LG. Current iOS and Android integrations should treat this as a standard update.

OM SDK follows a semantic versioning system for the OMID API, where new "minor" releases within a "major" version maintain compatibility with verification scripts written using older minor releases in the same major version. OMID 1.5 will be a minor release, adding new API calls and events while supporting verification scripts using OMID 1.1 and later.

Summary of new features:

- **CTV support in OM Web Video SDK:** Added support for Smart TV web apps on WebOS and Tizen Web TV platforms.
- **JavaScript-Managed Sessions:** Added ability to start and finish iOS & Android OMID sessions via JavaScript APIs.
- **Picture-in-Picture (PiP):** Add PiP detection and measurement signals (where available) in iOS & Android SDKs.

Continue reading for a more detailed summary of these new features.

CTV support in OM Web Video SDK

This includes Display Connection Status and device type from 1.4. The updates may be used on Tizen Web TV and WebOS platforms.

Video Pod Measurement

In the OM SDK for App (used on mobile devices and now CTV devices), gapless pods of video ads are difficult to measure using the native OMID AdSession APIs, especially for integrations that employ JavaScript code running in a WebView to load ads and manage their lifecycles. This is because finishing one OMID ad session and starting another requires several roundtrips between the webview and native layer, which causes latency.

- A new native API will be introduced for starting and stopping native signal measurement once for an entire pod (ad break or series of back-to-back ads).
- When using the new API, integrators will use the JavaScript AdSession API (previously only supported in the OM SDK for Web) to start and stop individual ad sessions.

Picture in Picture

Add PiP detection and measurement signals (where available) in iOS & Android SDKs.