

Native App Compatibility Mapping

Per the Open Measurement (OM) License for Native App Measurement, V1.1 “native app” “Native App” means any application that uses native device UI frameworks for audio or audiovisual content, navigation, and advertising delivery. Such application may run on client devices that may have their own screen for audiovisual display or speaker for audio delivery or may be directly connected to an external monitor or screen or speaker to display content or deliver audio content. For example, Native Apps include applications installed and executed on devices like iPhones, Android Phones, Roku, Apple TV, Chromecast, Amazon FireTV, Samsung Smart TV, Amazon Alexa, Sonos, Google Home, and gaming consoles like Sony PlayStation and Microsoft Xbox. For the avoidance of doubt, Native App also includes the use of in-app web views that deliver web-based ads. The Tech Lab shall maintain a mapping of devices, operating systems, apps, and SDKs that are compatible with the OM SDK for Native-App Measurement (the “Native App Compatibility Mapping”).

The Native App Compatibility Mapping shall be publicly available and published by Tech Lab here

<<https://iabtechlab.com/standards/open-measurement-sdk/native-app-compatibility-mapping>>.

Compatible OMSDK for Target/Platform & Environment:

| Target/Platform | Environment | SDK* | Compliance Platform Type** |
|--|-------------|-------------------------|----------------------------|
| iOS (iPhone/iPad) | Mobile App | OM iOS SDK | iOS |
| Android Phone or Tablet | Mobile App | OM Android SDK | Android |
| Desktop/Mobile Web Browser | Web | OM Web Video SDK | Web |
| Apple TV | CTV | OM iOS SDK | CTV-iOS |
| Amazon Fire | CTV | OM Android SDK | CTV-Android |
| Android TV (see all) | CTV | OM Android SDK | CTV-Android |
| Roku | CTV | Not currently supported | NA |
| Samsung - Tizen .net/Native | CTV | Not currently supported | NA |
| Samsung - Tizen Web | CTV | OM Web Video SDK | CTV - Web Video |
| LG - Web OS | CTV | OM Web Video SDK | CTV - Web Video |
| Vizio - Smartcast OS | CTV | Not currently supported | NA |
| Web Cast Apps | CTV | Not currently supported | NA |
| HTML5 Apps for CTV | CTV | Not currently supported | NA |
| MacOS (Catalyst/AppKit) | Desktop | Not currently supported | NA |
| Windows | Desktop | Not currently supported | NA |

* The SDK downloaded from tools.iabtechlab.com

**The compliance type certified via the IAB Tech Lab OMSDK Compliance Process