



Proposal: New CTV Ad Format Signaling & File Delivery

Public Comment Release May 2026 - please note that this is a collection of proposed releases to AdCOM, Native API & VAST (4.3 + backwards compatibility for older versions).

Please email support@iabtechlab.com for public comments and questions.

Sponsors

Index Exchange
Smartclip
Samsung
InMobi
Telly
RakutenTV
DirectTV Advertising
Magnite
GumGum
Google Ad Manager

Yospace
Equativ
NBC Universal
PubMatic
Paramount
Disney
Nexxen
The Trade Desk
VideoStorm
Basis

Executive Summary

As part of Tech Lab's [Ad Format Hero project](#), we've worked on defining [6 new ad formats](#) for CTV. With the user experience and creative definition of these new ad formats now well documented. We outline how to signal this type of inventory in bid requests, and the expected file delivery mechanisms to go with each format. Buyers have expressed the importance of the ability to target against specific format types (e.g. buy pause ads, vs overlays). This is also critical metadata when determining which creative to provide to the seller as well. With those requirements in mind, the working group proposed:

Overview:

1. VAST is the predominant mode of video file delivery. In order to maintain workflows but still provide format specific details, we propose Pause, In-Scene, Squeezeback, Overlay and Screensaver are signaled as a video request in RTB and files delivered via Non-Linear VAST
 - a. No new attributes required in RTB, extending AdCOM Enumerations
 - b. Key changes focus on enabling Non-Linear VAST for standard media files, and ensuring buyers are able to target the specific format(s) of interest
2. While Menu ads may sometimes be video ads, the nature of the existing creatives in market require separation of assets, which is tailor made for Native Ads, so Menu Tiles and Banners would be transacted as such.
 - a. Transacted through OpenRTB using the Native Object
 - b. Native API already supports the use of VAST response embedded in the Native Response

Proposed Updates:

All suggested changes are highlighted in **yellow**.

- [AdCOM List Updates](#)
- Open RTB Updates - *none*
- [Native API Request](#)
- Native API Response - *none*
- [Vast 3.x & Vast 4.x](#)
- [Examples](#)

AdCOM List Updates

Required changes:

- [Placement subtype](#)
- [Placement pos](#)
- [Playback methods](#)
- [Creative Attributes](#)

Plcmt

Value	Definition
1	Instream: Pre-roll, mid-roll, and post-roll ads that are played before, during or after the streaming video content that the consumer has requested. Instream video must be set to “sound on” by default at player start, or have explicitly clear user intent to watch the video content. While there may be other content surrounding the player, the video content must be the focus of the user’s visit. It should remain the primary content on the page and the only video player in-view capable of audio when playing. If the player converts to floating/sticky subsequent ad calls should accurately convey the updated player size.
2	Accompanying Content: Pre-roll, mid-roll, and post-roll ads that are played before, during, or after streaming video content. The video player loads and plays before, between, or after paragraphs of text or graphical content, and starts playing only when it enters the viewport. Accompanying content should only start playback upon entering the viewport. It may convert to a floating/sticky player as it scrolls off the page.
3	Interstitial: Video ads that are played without video content. During playback, it must be the primary focus of the page and take up the majority of the viewport and cannot be scrolled out of view. This can be in placements like in-app video or slideshows.
4	No Content/Standalone: Video ads that are played without streaming video content. This can be in placements like slideshows, native feeds, in-content or sticky/floating.

5	Pause- a TV ad experience initiated when the viewer uses a remote to pause the content being watched.
6	Screensaver - similar to Pause Ads but where Pause Ads are viewer-initiated ad experiences, Screen Saver Ads are OS/App initiated ad experiences.
7	Overlay - ads occurring during program content and outside of the traditional ad break. The ad format places ad creatives over top of the program content, often as a banner or picture in picture execution. Overlay Ads may have user interaction with the remote control or scanning a QR code that is part of the ad creative
8	Squeezeback- Ads Alongside or Adjacent to Content, also known as L-Shape Ads & Double Box, are ads that occur during program content and outside of the traditional ad break. The program content is resized to allow for placement of an ad on the screen. In a squeezeback, none of the content is covered by the ad, instead it shares screen space with the ad. This is the major distinction between squeezeback and overlay
9	In-scene - a form of advertising that integrates branded elements directly within the content itself, rather than appearing as separate pre-roll, mid-roll, overlay, or display formats. In Scene Advertising is composited into the video content and blends the brand naturally into the scene, environment, or storyline, ensuring contextual relevance and viewer immersion without interrupting the user experience. In-scene ads typically consist of product placements or virtual out of home insertions. At this time, the standardization focuses on the out of home insertions in non-live content.

Placement Positions (pos)

The current Placement Positions enumeration is web-centric, having been proposed before Streaming TV was meaningfully contemplated for OpenRTB. Update the description and values for the Placement Positions enumeration as follows:

This is currently an int in rtb, so we have to make each description comprehensive enough that it only includes one definition.

The following table lists the placement positions as a relative measure of visibility or prominence. Values 1 through 7 are derived from the TAG Inventory Quality Guidelines (IQG).

Value	Definition
-------	------------

0	Unknown
1	Above The Fold
2	Locked (i.e. Fixed Position)
3	Below The Fold
4	Header
5	Footer
6	Sidebar
7	Fullscreen
8	Partial Screen
9	Top Left
10	Top Right
11	Frame the content
12	Double box
13	Double box with background
14	Bottom Left
15	Bottom Right

Playback Methods

The current Playback Methods enumeration is also web-centric. In order to minimize the surface area of changes, add the following values:

Value	Definition
1	Initiates without any specific user interaction with Sound On
2	Initiates without any specific user interaction with Sound Off by Default
3	Initiates on Click with Sound On
4	Initiates on Mouse-Over or cursor over with Sound On
5	Initiates on Entering Viewport or scrolling into view with Sound On

Value	Definition
6	Initiates on Entering Viewport or scrolling into view with Sound Off by Default
7	Continuous Playback - Media playback is set to play additional media automatically without user interaction. The media player will keep playing additional media (playlist or generated) for the user until the user actively stops this from happening.
8	Initiated by user pausing content, Sound on
9	Initiated by user pausing content, Sound off
10	Initiated by idling (e.g. screensaver), Sound on
11	Initiated by idling (e.g. screensaver), Sound off

Creative Attributes

Add rows to Creative Attributes as follows:

Creative Attributes list is referenced in 'battr' in the request, so that publishers can signal they are blocking certain attributes, and in 'attr' in the response, so that advertiser can alert when a specific attribute is included in their creative.

Value	Definition
19	Contains advertiser QR Code
20	Support alpha channel transparency
21	Static Visual. Creative contains no perceptible motion and renders as a static visual, even if delivered in a video file format (e.g., MP4). No animated elements or time-based visual transitions are present.
22	Limited Motion (Cinemagraph). Creative contains subtle or localized motion within an otherwise static composition. Motion is minimal, looped, and does not constitute full-scene animation or continuous narrative progression.
23	Full-Motion Video. Creative contains continuous or scene-level motion typical of standard video assets, including dynamic visual transitions, camera movement, or narrative progression across frames.

Native Ads API Proposed Request Update

Placement Type IDs

The FORMAT of the ad you are purchasing, separate from the surrounding context

Placement Type ID	Description
1	In the feed of content - for example as an item inside the organic feed/grid/listing/carousel/ in menu tile .
2	In the atomic unit of the content - IE in the article page or single image page
3	Outside the core content - for example in the ads section on the right rail, as a banner-style placement near the content, this could also be a headline banner on CTV devices etc
4	Recommendation widget, most commonly presented below the article content.
500+	To be defined by the exchange

Summary of New Values for Formats

Ad Format	PLCMT	POS
Pause halfscreen	5	8
Pause fullscreen	5	7
Screensaver halfscreen	6	8
Screensaver fullscreen	6	7
Overlay top left	7	9
Overlay top right	7	10
Overlay bottom left	7	14

Overlay bottom right	7	15
Overlay lower third	7	5
Squeezeback left	8	9
Squeezeback right	8	10
Squeezeback double box	8	12
Squeezeback frame	8	11
Squeezeback double box with background	8	13
Inscene	9	NA

VAST Response Update

The existing definition of non-linear: *NonLinear ads are the overlay ads that display as an image or rich media on top of video content during playback.*

Update definition of NonLinear

- Ads in the video viewing experience that appear alongside, over or within content without mandating a dedicated content interruption, whether concurrent with playback, during app or device idle periods, or user-paused states.

Updates to VAST 3.x & 4.x

The nonlinear node also needs updates to include a media file. Proposed updates below for what nodes from linear are needed in nonlinear.

Node Color Coding:

- Existing Node
- New Proposed Node
- Hierarchy **Parent**/Child/GrandChild/GreatGC/GreatGreatGC

Node Structure	Description
/CompanionAds	
../Companion	
../Icons	Requested to add these to companion as well. Handled today through ext.
../..../Icon	
../..../IconClicks	
../..../IconClickThrough	
../..../IconClickTracking	
../..../IconViewTracking	
/NonLinearAds	
../NonLinear	
../..../AdParameters	
../..../Duration	(optional for image)
../..../MediaFiles	
../..../MediaFile	
../..../StaticResource ../..../IFrameResource ../..../HTMLResource	
../..../NonLinearClickThrough	
../..../NonLinearClickTracking	
../..../NonLinearCustomClick	
../TrackingEvents	
../..../Tracking	
../Icons	
../..../Icon	
../..../IconClicks	

../ ../ ../ ../IconClickThrough	
../ ../ ../ ../IconClickTracking	
../ ../ ../ ../IconViewTracking	

Standardized <CreativeExtensions> in VAST/Ad/Inline element:

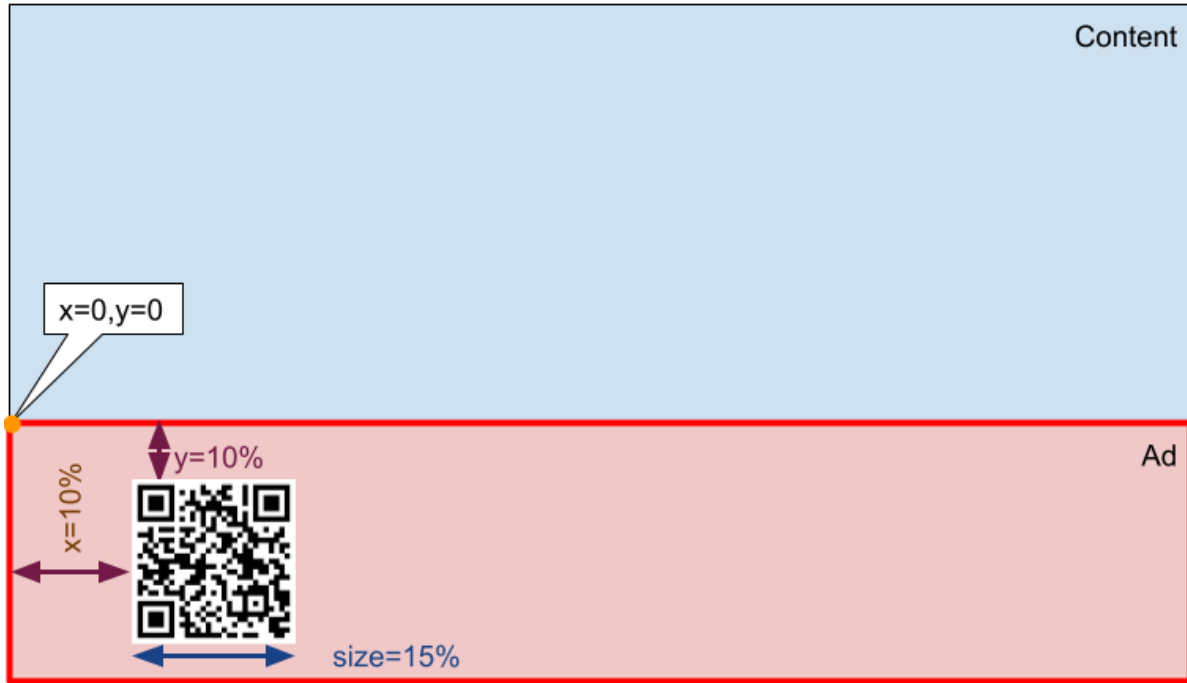
type= tl_qrcode

/UniversalAdID		
/CreativeExtension		
	/QrCodeScanUrl	The Scan URL
	/QrCodeImageUrl	An optional url to the (rendered) qr code image
	/QrCodePosition	xPosition="10.0%" yPosition="10.0%" The x & y coordinates of the top left corner of the the QR Code , relative to the Ad View (Top Left is 0,0). .
	/QrCodeSize	size="15.0%" Size of the QR Code, expressed as a % of the width (x) of the Ad Asset

QR Code Extension

```
<Creative>
...
<CreativeExtensions>
  <CreativeExtension type="tl_qrcode">
    <!-- URL that the QR Code points to -->
    <QrCodeScanUrl>
      <![CDATA[https://advertiser.com/code]]>
    </QrCodeScanUrl>
    <!-- Rendered PNG of the QR Code →
    <QrCodeImageUrl>
      <![CDATA[https://advertiser.com/generated_qr.png]]>
    </QrCodeImageUrl>
    <!-- Position of the QR Code relative to the Ad View as Percent
-->
    <!-- xPosition=0.0%,yPosition=0.0% is the top left of the Viewport
-->
    <QrCodePosition xPosition="10.0%" yPosition="10.0%"/>
    <!-- Height and Width of the QR Code Image as Percent of the width
(x) of the Ad View -->
    <QrCodeSize size="15.0%"/>
  </CreativeExtension>
</CreativeExtensions>
</Creative>
```

Will result in the following placement:



- For simplicity, the example has a 1080p screen (1920x1080).
- We have an Overlay Lower Third Ad, which means it occupies 1920x324 of the screen (at the bottom).
- The QR code has x-position="10.0%" y-position="10.0%", hence it should be positioned with the following coordinates: x=192 pixels and y=32.4 pixels.
- The QR Code has a size=15.0% which means its 15% of the width of the ad, so it's a square of 288x288 pixels (1920*0.15)

Standardized <Extensions> in VAST/Ad/Inline element:

Proposed Extension Elements

Element	Type	Required	Description
pos	enum	No	The ad format. If multiple values are applicable, please provide all. Use one of the placement position(s) from AdCOM: Placement Position
attr	enum	No	Allows buyers to express the creative motion attribute so that DSPs can honor it and populate bid.attr accordingly. See AdCOM: Creative Attributes

Examples Request/Responses

- [Menu Ad](#)
- [Pause/Screensaver Request](#)
- [In Scene](#)
- [Overlay](#)
- [Squeezeback](#)

Menu Ad(s)

Menu Ad - Video Only - OpenRTB Request

```
{
  "id": "80ce30c5-3b42-4d58-9314-1ad1fe34ac12",
  "imp": [
    {
      "id": "1",
      "native": {
        "request": {
          "native": {
            "ver": "1.2",
            "context": 1,
            "contextsubtype": 12,
            "plcmnttype": 3,
            "assets": [
              {
                "id": 1,
                "required": 1,
                "video": {
                  "mimes": ["video/mp4"],
                  "minduration": 5,
                  "maxduration": 30,
                  "protocols": [3, 6, 7, 8, 11, 12, 13, 14, 15, 16],
                  "w": 1920,
                  "h": 1080,
                  "placement": 2,
                  "linearity": 1,
                  "skip": 0,
                  "playbackmethod": [2, 9],
                  "api": [8, 9]
                }
              }
            ]
          }
        },
        "eventtrackers": [
          { "event": 1, "methods": [1, 2] },

```

```
        { "event": 2, "methods": [1] }
      ]
    }
  },
  "ver": "1.2"
},
"instl": 0,
"tagid": "native-video-ad-unit-1",
"bidfloor": 5.0,
"bidfloorcur": "USD",
"secure": 1,
"exp": 9000
}
],
"app": {
  "id": "159384962",
  "name": "Example CTV App",
  "bundle": "com.example.ctvapp",
  "storeurl": "https://example.com/app",
  "cat": ["IAB1"],
  "publisher": {
    "id": "82524850",
    "name": "Example Publisher"
  }
},
"device": {
  "ua": "Mozilla/5.0 (Linux; SMART-TV 1.0) AppleWebKit/537.36 (KHTML, like Gecko) SMART-TV/4.0 TV Safari/537.36",
  "geo": {
    "country": "CAN",
    "region": "QC",
    "city": "Montreal"
  },
  "ip": "192.168.1.1",
  "devicetype": 3,
  "make": "Example TV",
  "model": "Smart TV",
  "os": "Example TV OS",
  "osv": "6.5",
  "w": 1920,
  "h": 1080,
  "ifa": "2d255aff-4389-418e-8f7b-3ff06d7e8901",
  "connectiontype": 1
},
"user": {
  "id": "user-12345"
},
"at": 2,
"tmax": 250,
"cur": ["USD"],
"bcat": ["IAB25", "IAB26"],
```

```
"badv": ["competitor.com"]
}
```

Menu Ad - Video Only - OpenRTB Response

```
{
  "id": "80ce30c5-3b42-4d58-9314-1ad1fe34ac12",
  "seatbid": [
    {
      "bid": [
        {
          "id": "bid-1",
          "impid": "1",
          "price": 7.50,
          "nurl": "https://example-dsp.com/win?price=${AUCTION_PRICE}&id=abc123",
          "burl": "https://example-dsp.com/billing?price=${AUCTION_PRICE}&id=abc123",
          "lurl": "https://example-dsp.com/loss?reason=${AUCTION_LOSS}&id=abc123",
          "adm": {
            "native": {
              "ver": "1.2",
              "assets": [
                {
                  "id": 1,
                  "required": 1,
                  "video": {
                    "vasttag": "<VAST version=\\\"4.2\\\"><Ad
id=\\\"12345\\\"><InLine><AdSystem>Example DSP</AdSystem><AdTitle>CTV Video
Ad</AdTitle><Impression><![CDATA[https://example-dsp.com/impression?id=abc123]]></Impression
><Creatives><Creative><Linear><Duration>00:00:15</Duration><MediaFiles><MediaFile
delivery=\\\"progressive\\\" type=\\\"video/mp4\\\" width=\\\"1920\\\" height=\\\"1080\\\"
bitrate=\\\"5000\\\"><![CDATA[https://cdn.example-dsp.com/videos/ctv-ad-1080p.mp4]]></MediaFile>
</MediaFiles><VideoClicks><ClickThrough><![CDATA[https://advertiser.com/landing]]></ClickThr
ough><ClickTracking><![CDATA[https://example-dsp.com/click?id=abc123]]></ClickTracking></Vid
eoClicks></Linear></Creative></Creatives></InLine></Ad></VAST>"
                }
              ]
            }
          },
          "link": {
            "url": "https://advertiser.com/landing",
            "clicktrackers": ["https://example-dsp.com/click?id=abc123"]
          },
          "eventtrackers": [
            { "event": 1, "method": 1, "url":
```

```

"https://example-dsp.com/impression?id=abc123" },
  { "event": 1, "method": 2, "url": "https://example-dsp.com/js/tracker.js"
},
  { "event": 2, "method": 1, "url":
"https://example-dsp.com/viewable?id=abc123" }
]
}
},
"adomain": ["advertiser.com"],
"bundle": "com.advertiser.app",
"cid": "campaign-123",
"crid": "creative-456",
"cat": ["IAB1-1"],
"api": 8,
"protocol": 13,
"w": 1920,
"h": 1080,
"exp": 9000
}
],
"seat": "example-dsp-seat-1"
"bidid": "response-bid-id-abc123",
"cur": "USD"
}
}

```

Menu Ad - Video Only - OpenRTB Response - Native Payload - VAST

```

<VAST version="4.2">
  <Ad id="12345">
    <Inline>
      <AdSystem>Example DSP</AdSystem>
      <AdTitle>CTV Video Ad</AdTitle>
      <Impression><![CDATA[https://example-dsp.com/impression?id=abc123]]></Impression>
      <Creatives>
        <Creative>
          <Linear>
            <Duration>00:00:15</Duration>
            <MediaFiles>
              <MediaFile delivery="progressive" type="video/mp4" width="1920" height="1080"
bitrate="5000">
                <![CDATA[https://cdn.example-dsp.com/videos/ctv-ad-1080p.mp4]]>
              </MediaFile>
            </MediaFiles>
          </Linear>
          <VideoClicks>

```

```
<ClickThrough><![CDATA[https://advertiser.com/landing]]></ClickThrough>

<ClickTracking><![CDATA[https://example-dsp.com/click?id=abc123]]></ClickTracking>
  </VideoClicks>
  </Linear>
</Creative>
</Creatives>
</InLine>
</Ad>
</VAST>
```

Menu Ad - Image Only - OpenRTB Request

```
{
  "id": "a3c1f842-6e7d-4b91-a5c8-9d2e0f7b6c34",
  "imp": [
    {
      "id": "1",
      "native": {
        "request": {
          "native": {
            "ver": "1.2",
            "context": 1,
            "contextsubtype": 10,
            "plcmtype": 1,
            "assets": [
              {
                "id": 1,
                "required": 1,
                "img": {
                  "type": 3,
                  "w": 300,
                  "h": 250,
                  "mimes": ["image/jpeg", "image/png"]
                }
              }
            ]
          },
          "eventtrackers": [
            { "event": 1, "methods": [1, 2] },
            { "event": 2, "methods": [1] }
          ]
        }
      },
      "ver": "1.2"
    },
    {
      "inst1": 0,
      "tagid": "native-image-ad-unit-1",
      "bidfloor": 5.0,
    }
  ]
}
```

```
    "bidfloorcur": "USD",
    "secure": 1,
    "exp": 9000
  }
],
"app": {
  "id": "159384962",
  "name": "Example CTV App",
  "bundle": "com.example.ctvapp",
  "storeurl": "https://example.com/app",
  "cat": ["IAB1"],
  "publisher": {
    "id": "82524850",
    "name": "Example Publisher"
  }
},
"device": {
  "ua": "Mozilla/5.0 (Linux; SMART-TV 1.0) AppleWebKit/537.36 (KHTML, like Gecko) SMART-TV/4.0 TV Safari/537.36",
  "geo": {
    "country": "USA",
    "region": "CA",
    "city": "San Francisco"
  },
  "ip": "192.168.1.1",
  "devicetype": 3,
  "make": "Example TV",
  "model": "Smart TV",
  "os": "Example TV OS",
  "osv": "6.5",
  "w": 1920,
  "h": 1080,
  "ifa": "2d255aff-4389-418e-8f7b-3ff06d7e8901",
  "connectiontype": 1
},
"user": {
  "id": "user-12345"
},
"at": 2,
"tmax": 250,
"cur": ["USD"],
"bcat": ["IAB25", "IAB26"],
"badv": ["competitor.com"]
}
```

Menu Ad - Image Only - OpenRTB Response

```
{
  "id": "a3c1f842-6e7d-4b91-a5c8-9d2e0f7b6c34",
  "seatbid": [
    {
      "bid": [
        {
          "id": "bid-1",
          "impid": "1",
          "price": 7.50,
          "nurl": "https://example-dsp.com/win?price=${AUCTION_PRICE}&id=def456",
          "burl": "https://example-dsp.com/billing?price=${AUCTION_PRICE}&id=def456",
          "lurl": "https://example-dsp.com/loss?reason=${AUCTION_LOSS}&id=def456",
          "adm": {
            "native": {
              "ver": "1.2",
              "assets": [
                {
                  "id": 1,
                  "required": 1,
                  "img": {
                    "url": "https://cdn.example-dsp.com/images/ctv-ad-300x250.jpg",
                    "w": 300,
                    "h": 250
                  }
                }
              ]
            },
            "link": {
              "url": "https://advertiser.com/landing",
              "clicktrackers": ["https://example-dsp.com/click?id=def456"]
            },
            "eventtrackers": [
              { "event": 1, "method": 1, "url": "https://example-dsp.com/impression?id=def456" },
              { "event": 1, "method": 2, "url": "https://example-dsp.com/js/tracker.js" }
            ],
            { "event": 2, "method": 1, "url": "https://example-dsp.com/viewable?id=def456" }
          ]
        }
      ],
      "adomain": ["advertiser.com"],
      "bundle": "com.advertiser.app",
      "cid": "campaign-123",
      "crid": "creative-789",
      "cat": ["IAB1-1"],
      "w": 300,
      "h": 250,
      "exp": 9000
    }
  ]
}
```

```
    ],  
    "seat": "example-dsp-seat-1"  
  }  
],  
"bidid": "response-bid-id-67890",  
"cur": "USD"  
}
```

Menu Ad - Mixed - OpenRTB Request

```
{  
  "id": "f7b2d914-8c3a-4e61-b0f5-6a9d1c8e2b47",  
  "imp": [  
    {  
      "id": "1",  
      "native": {  
        "request": {  
          "native": {  
            "ver": "1.2",  
            "context": 1,  
            "contextsubtype": 10,  
            "plcmttype": 3,  
            "assets": [  
              {  
                "id": 1,  
                "required": 1,  
                "img": {  
                  "type": 3,  
                  "w": 1920,  
                  "h": 360,  
                  "mimes": ["image/jpeg", "image/png"]  
                }  
              }  
            ],  
            "mimes": ["image/jpeg", "image/png"]  
          }  
        },  
      },  
    ],  
    {  
      "id": 2,  
      "required": 0,  
      "video": {  
        "mimes": ["video/mp4"],  
        "minduration": 5,  
        "maxduration": 30,  
        "protocols": [3, 6, 7, 8, 11, 12, 13, 14, 15, 16],  
        "w": 1920,  
        "h": 1080,  
        "placement": 2,  
        "linearity": 1,  
        "skip": 0,  
        "playbackmethod": [2, 9],  
        "api": [8, 9]  
      }  
    }  
  ]  
}
```

```
    }
  }
],
"eventtrackers": [
  { "event": 1, "methods": [1, 2] },
  { "event": 2, "methods": [1] }
]
}
},
"ver": "1.2"
},
"instl": 0,
"tagid": "native-mixed-ad-unit-1",
"bidfloor": 5.0,
"bidfloorcur": "USD",
"secure": 1,
"exp": 9000
}
],
"app": {
  "id": "159384962",
  "name": "Example CTV App",
  "bundle": "com.example.ctvapp",
  "storeurl": "https://example.com/app",
  "cat": ["IAB1"],
  "publisher": {
    "id": "82524850",
    "name": "Example Publisher"
  }
},
"device": {
  "ua": "Mozilla/5.0 (Linux; SMART-TV 1.0) AppleWebKit/537.36 (KHTML, like Gecko) SMART-TV/4.0 TV Safari/537.36",
  "geo": {
    "country": "USA",
    "region": "NY",
    "city": "New York"
  },
  "ip": "192.168.1.1",
  "devicetype": 3,
  "make": "Example TV",
  "model": "Smart TV",
  "os": "Example TV OS",
  "osv": "6.5",
  "w": 1920,
  "h": 1080,
  "ifa": "2d255aff-4389-418e-8f7b-3ff06d7e8901",
  "connectiontype": 1
},
"user": {
  "id": "user-12345"
```

```

    },
    "at": 2,
    "tmax": 250,
    "cur": ["USD"],
    "bcat": ["IAB25", "IAB26"],
    "badv": ["competitor.com"]
  }
}

```

Menu Ad - Mixed - OpenRTB Response

```

{
  "id": "a3c1f842-6e7d-4b91-a5c8-9d2e0f7b6c34",
  "seatbid": [
    {
      "bid": [
        {
          "id": "bid-1",
          "impid": "1",
          "price": 7.50,
          "nurl": "https://example-dsp.com/win?price=${AUCTION_PRICE}&id=def456",
          "bur1": "https://example-dsp.com/billing?price=${AUCTION_PRICE}&id=def456",
          "lurl": "https://example-dsp.com/loss?reason=${AUCTION_LOSS}&id=def456",
          "adm": {
            "native": {
              "ver": "1.2",
              "assets": [
                {
                  "id": 1,
                  "required": 1,
                  "img": {
                    "url": "https://cdn.example-dsp.com/images/ctv-banner-1920x360.jpg",
                    "w": 1920,
                    "h": 360
                  }
                }
              ],
            },
          },
          {
            "id": 2,
            "required": 0,
            "video": {
              "vasttag": "<VAST version=\"4.2\"><Ad
id=\"12345\"><Inline><AdSystem>Example DSP</AdSystem><AdTitle>CTV Video
Ad</AdTitle><Impression><![CDATA[https://example-dsp.com/impression?id=ghi789]]></Impression
><Creatives><Creative><Linear><Duration>00:00:15</Duration><MediaFiles><MediaFile
delivery=\"progressive\" type=\"video/mp4\" width=\"1920\" height=\"1080\"
bitrate=\"5000\"><![CDATA[https://cdn.example-dsp.com/videos/ctv-ad-1080p.mp4]]></MediaFile>
</MediaFiles><VideoClicks><ClickThrough><![CDATA[https://advertiser.com/landing]]></ClickThr
ough><ClickTracking><![CDATA[https://example-dsp.com/click?id=ghi789]]></ClickTracking></Vid
eoClicks></Linear></Creative></Creatives></Inline></Ad></VAST>"
            }
          }
        ]
      }
    ]
  }
}

```

```

    }
  ],
  "link": {
    "url": "https://advertiser.com/landing",
    "clicktrackers": ["https://example-dsp.com/click?id=ghi789"]
  },
  "eventtrackers": [
    { "event": 1, "method": 1, "url":
"https://example-dsp.com/impression?id=ghi789" },
    { "event": 1, "method": 2, "url": "https://example-dsp.com/js/tracker.js" },
    { "event": 2, "method": 1, "url":
"https://example-dsp.com/viewable?id=ghi789" }
  ]
}
},
"adomain": ["advertiser.com"],
"bundle": "com.advertiser.app",
"cid": "campaign-123",
"crid": "creative-789",
"cat": ["IAB1-1"],
"w": 300,
"h": 250,
"exp": 9000
}
],
"seat": "example-dsp-seat-1"
}
],
"bidid": "response-bid-id-67890",
"cur": "USD"
}

```

Menu Ad - Mixed - OpenRTB Response - Native Payload - VAST

```

<VAST version="4.2">
  <Ad id="12345">
    <Inline>
      <AdSystem>Example DSP</AdSystem>
      <AdTitle>CTV Video Ad</AdTitle>
      <Impression><![CDATA[https://example-dsp.com/impression?id=ghi789]]></Impression>
      <Creatives>
        <Creative>
          <Linear>
            <Duration>00:00:15</Duration>
            <MediaFiles>
              <MediaFile delivery="progressive" type="video/mp4" width="1920" height="1080"
bitrate="5000">
                <![CDATA[https://cdn.example-dsp.com/videos/ctv-ad-1080p.mp4]]>
              </MediaFile>
            </MediaFiles>
          </Linear>
        </Creative>
      </Creatives>
    </Inline>
  </Ad>
</VAST>

```

```

</MediaFiles>
<VideoClicks>
  <ClickThrough><![CDATA[https://advertiser.com/landing]]></ClickThrough>

<ClickTracking><![CDATA[https://example-dsp.com/click?id=ghi789]]></ClickTracking>
  </VideoClicks>
</Linear>
</Creative>
</Creatives>
</InLine>

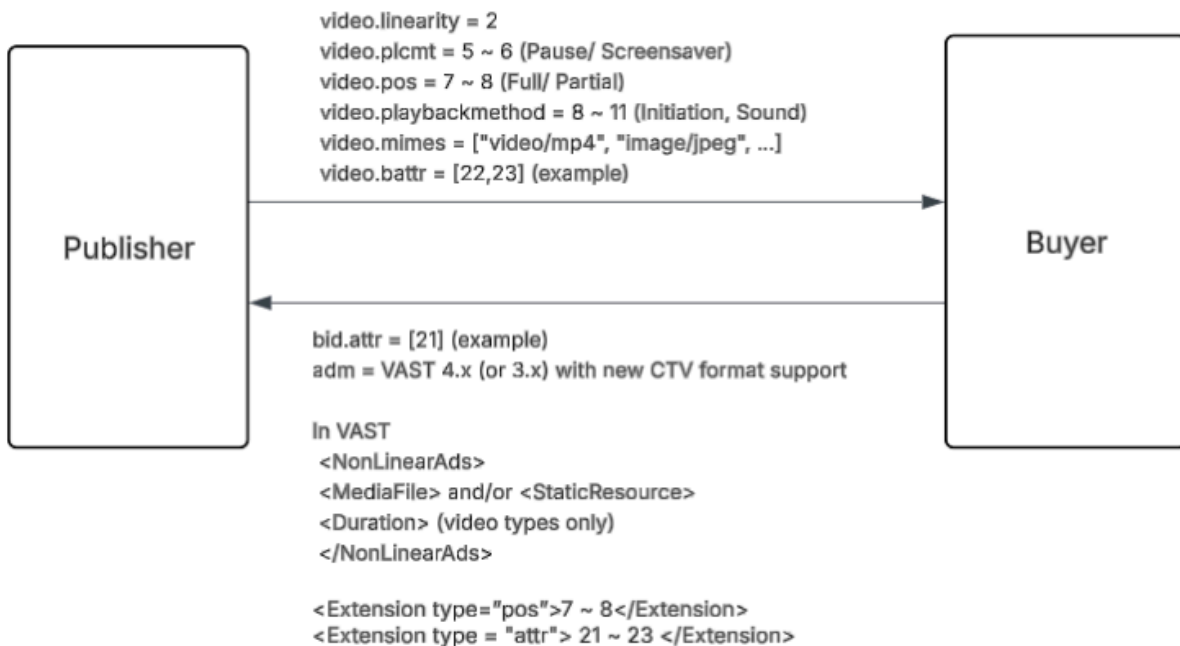
```

Pause & Screensaver Ad(s)

Pause/Screensaver Ad

Example

The diagram below illustrates the signaling flow for Pause and Screensaver Ads across OpenRTB and VAST, showing how placement context and creative behavioral type are declared by the publisher, selected by the buyer, and validated in VAST.



Complete Request, Response, VAST XML Examples

The following examples demonstrate two complete request-response-VAST InLine flows for (1) full-screen static image and (2) cinemagraph. Screensaver scenarios follow the same structure with the appropriate placement and playback method values.

Example 1: Screensaver - Static Image Pause Ad (Fullscreen)

A FAST (Free Ad-Supported Streaming TV) publisher XYZ sends a Screensaver Ad opportunity. The device is idle on the channel guide screen. The DSP responds with a JPEG image at 1920x1080 creative. No Duration element, no quartile tracking. Measurement relies on creativeView and overlayViewDuration.

Bid Request

```
{
  "id": "fast-screen-004",
  "at": 1,
  "imp": [
    {
      "id": "imp-1",
      "video": {
        "skip": 0,
        "w": 1920,
        "h": 1080,
        "linearity": 2,
        "plcmt": 6,
        "pos": 7,
        "playbackmethod": [11],
        "battr": [22,23],
        "mimes": ["image/jpeg", "image/png"],

        "protocols": [7, 8]
      },
      "bidfloor": 5.00,
      "bidfloorcur": "USD",
      "secure": 1,
    }
  ],
  "app": {
    "bundle": "tv.XYZ.android",
    "name": "XYZ TV",
    "publisher": {
      "id": "pub-xyz-001",
      "name": "XYZ Streaming"
    }
  },
  "device": {
    "ua": "Mozilla/5.0 (Linux; Android 12; BRAVIA XR)",
  }
}
```

```
"devicetype": 3,  
"ifa": "d4e5f6a7-b8c9-0123-defa-234567890123",  
"lmt": 0,  
"make": "Sony",  
"model": "XR-55A95K",  
"w": 3840,  
"h": 2160  
},  
"user": {},  
"regs": {}  
}
```

Bid Response

```
{  
  "id": "fast-screen-004",  
  "seatbid": [  
    {  
      "seat": "seat-dsp-delta",  
      "bid": [  
        {  
          "id": "bid-static-004",  
          "impid": "imp-1",  
          "price": 7.50,  
          "adm": "<VAST version=\"4.2\"><!-- Static Image NonLinear VAST --></VAST>",  
          "attr": [19,21]  
          "adid": "ad-brand-w-static",  
          "adomain": ["brand-w.com"],  
          "crid": "cr-static-004",  
          "w": 1920,  
          "h": 1080,  
          "mtype": 2,  
          "burl":  
            "https://dsp-delta.example.com/billing?imp=${AUCTION_IMP_ID}&price=${AUCTION_PRICE}",  
            "lurl":  
            "https://dsp-delta.example.com/loss?imp=${AUCTION_IMP_ID}&reason=${AUCTION_LOSS}",  
          }  
        ]  
      }  
    ],  
    "cur": "USD"  
  }  
}
```

VAST

```
<VAST version="4.2">  
  <Ad id="pause-static-001">
```

```
<Inline>
  <AdSystem version="1.0">ExampleAdServer</AdSystem>
  <AdTitle>Brand X ScreensaverAd - Static</AdTitle>
  <Impression><![CDATA[https://track.example.com/imp?id=001]]></Impression>
  <AdServingId>ServerName-a1b2c3d4-e5f6-7890</AdServingId>
  <Creatives>
    <Creative id="creative-static-001" adId="AD-ID-001">
      <UniversalAdId idRegistry="ad-id.org">CNPA0484000H</UniversalAdId>

      <NonLinearAds>
        <NonLinear width="1920" height="1080"
          scalable="true" maintainAspectRatio="true">
          <StaticResource creativeType="image/jpeg">
            <![CDATA[https://cdn.example.com/pause/brand_x_1920x1080.jpg]]>
          </StaticResource>
          <NonLinearClickThrough>
            <![CDATA[https://brand-x.example.com/landing]]>
          </NonLinearClickThrough>
          <NonLinearClickTracking>
            <![CDATA[https://track.example.com/click?id=001]]>
          </NonLinearClickTracking>
        </NonLinear>
        <TrackingEvents>
          <Tracking event="creativeView">
            <![CDATA[https://track.example.com/creativeView?id=001]]>
          </Tracking>
          <Tracking event="overlayViewDuration">
            <![CDATA[https://track.example.com/overlayView?id=001]]>
          </Tracking>
          <Tracking event="close">
            <![CDATA[https://track.example.com/close?id=001]]>
          </Tracking>
        </TrackingEvents>
      </NonLinearAds>
    </Creative>
  </Creatives>
  <Extensions>
    <Extension type="pos" ext="adcom">
      <pos>7</pos>
    </Extension>

    <Extension type="attr" ext="adcom">
      <attr>21</attr>
    </Extension>
  </Extensions>
</Inline>
</Ad>
</VAST>
```

Example 2: Cinemagraph Pause Ad (Fullscreen, Cinemagraph)

A broadcaster ZYX sends a Pause Ad opportunity triggered by the viewer pausing a live sports stream. The ad placement is fullscreen (1920x1080). The DSP responds with a motion-image MP4 with subtle animation and no audio. Loops continuously until the user resumes playback. Duration enables full quartile tracking.

Bid Request

```
{
  "id": "br-pause-001",
  "at": 1,
  "imp": [
    {
      "id": "imp-1",
      "video": {
        "linearity": 2,
        "plcmt": 5,
        "pos": 7,
        "playbackmethod": [9],
        "mimes": ["video/mp4"],
        "battr": [23],
        "skip": 0,
        "w": 1920,
        "h": 1080,
        "minduration": 30,
        "maxduration": 30,
        "protocols": [7, 8]
      },
      "bidfloor": 15.00,
      "bidfloorcur": "USD",
      "secure": 1,
      "exp": 300,
    }
  ],
  "app": {
    "bundle": "com.zyx.streamingapp",
    "name": "ZYX",
    "publisher": {
      "id": "pub-zyxu-001",
      "name": "ZYXUniversal"
    },
    "content": {
      "id": "content-12345",
      "title": "NFL Sunday Night Football",
      "livestream": 1,
      "cat": ["IAB17-12"],
      "genres": [605],
      "gtax": 1
    }
  },
}
```

```
"device": {
  "ua": "Mozilla/5.0 (SMART-TV; LG; webOS/6.0)",
  "devicetype": 3,
  "ifa": "a1b2c3d4-e5f6-7890-abcd-ef1234567890",
  "lmt": 0,
  "w": 1920,
  "h": 1080
},
"user": {},
"regs": {
  "ext": { "us_privacy": "1YNN" }
}
}
```

Bid Response

```
{
  "id": "br-pause-001",
  "seatbid": [
    {
      "seat": "seat-dsp-alpha",
      "bid": [
        {
          "id": "bid-cine-001",
          "impid": "imp-1",
          "price": 22.50,
          "adm": "<VAST version=\"4.2\"><!-- Cinemagraph NonLinear VAST --></VAST>",
          "adid": "ad-brand-x-cine",
          "adomain": ["brand-x.com"],
          "crid": "cr-cinemagraph-001",
          "w": 1920,
          "h": 1080,
          "mtype": 2,
          "attr": [19,22],
          "dur": 10,
          "burl":
            "https://dsp.example.com/billing?imp=${AUCTION_IMP_ID}&price=${AUCTION_PRICE}",
          "lurl": "https://dsp.example.com/loss?imp=${AUCTION_IMP_ID}&reason=${AUCTION_LOSS}",
        }
      ]
    }
  ],
  "cur": "USD"
}
```

VAST

```

<VAST version="4.2">
  <Ad id="pause-cine-003">
    <Inline>
      <AdSystem version="1.0">ExampleAdServer</AdSystem>
      <AdTitle>Brand Z Pause Ad - Cinemagraph</AdTitle>
      <Impression><![CDATA[https://track.example.com/imp?id=003]]></Impression>
      <AdServingId>ServerName-c3d4e5f6-a7b8-9012</AdServingId>
      <Creatives>
        <Creative id="creative-cine-003" adId="AD-ID-003">
          <UniversalAdId idRegistry="ad-id.org">CNPA0484002H</UniversalAdId>

        <NonLinearAds>
          <NonLinear width="1920" height="1080"
            scalable="true" maintainAspectRatio="true"

          <MediaFiles>
            <MediaFile delivery="progressive" type="video/mp4"
              width="1920" height="1080" codec="H.264"
              bitrate="8000">
              <![CDATA[https://cdn.example.com/pause/brand_z_cine_1080p.mp4]]>
            </MediaFile>
            <MediaFile delivery="progressive" type="video/mp4"
              width="1280" height="720" codec="H.264"
              bitrate="4000">
              <![CDATA[https://cdn.example.com/pause/brand_z_cine_720p.mp4]]>
            </MediaFile>
          </MediaFiles>
          <Duration>00:00:30</Duration>
          <NonLinearClickThrough>
            <![CDATA[https://brand-z.example.com/landing]]>
          </NonLinearClickThrough>
        </NonLinear>
        <TrackingEvents>
          <Tracking event="creativeView">
            <![CDATA[https://track.example.com/creativeView?id=003]]>
          </Tracking>
          <Tracking event="start">
            <![CDATA[https://track.example.com/start?id=003]]>
          </Tracking>
          <Tracking event="firstQuartile">
            <![CDATA[https://track.example.com/firstQ?id=003]]>
          </Tracking>
          <Tracking event="midpoint">
            <![CDATA[https://track.example.com/midpoint?id=003]]>
          </Tracking>
          <Tracking event="thirdQuartile">
            <![CDATA[https://track.example.com/thirdQ?id=003]]>
          </Tracking>
        </TrackingEvents>
      </Creatives>
    </Inline>
  </Ad>
</VAST>

```

```
<Tracking event="complete">
  <![CDATA[https://track.example.com/complete?id=003]]>
</Tracking>
<Tracking event="close">
  <![CDATA[https://track.example.com/close?id=003]]>
</Tracking>
</TrackingEvents>
</NonLinearAds>
</Creative>
</Creatives>
<Extensions>

  <Extension type="pos" ext="adcom">
    <pos>7</pos>
  </Extension>

  <Extension type="attr" ext="adcom">
    <attr>22</attr>
  </Extension>
</Extension>

</Ad>
</VAST>
```

In-Scene Ads

Bid Request

```
{
  "id": "req-iscene-001",
  "imp": [
    {
      "id": "1",
      "bidfloor": 9.5,
      "video": {
        "plcmt": 5,
        "pos": 22,
        "linearity": 2,
        "w": 1400,
        "h": 400,
        "mimes": [
          "image/png",
          "image/jpeg",
          "video/mp4"
        ],
        "playbackmethod": [
          8
        ]
      }
    }
  ]
}
```

```
    }
  ]
},
],
"app":{
  "id":"example.ctv.app",
  "name":"Publisher CTV App",
  "publisher":{
    "id":"pub-123",
    "name":"Publisher"
  },
  "content":{
    "id":"ep-456",
    "title":"Drama Episode",
    "series":"Drama Series",
    "season":"2",
    "episode":5,
    "cat":[
      "IAB1-6"
    ]
  }
}
}
```

Bid Response

```
{
  "id": "req-iscene-001",
  "seatbid": [
    {
      "bid": [
        {
          "impid": "1",
          "price": 12.1,
          "adm": "<VAST>...</VAST>",
          "mtype": 2
        }
      ]
    }
  ]
}
```

VAST in Bid Response

Static Image

```
<?xml version="1.0" encoding="UTF-8"?>
<VAST xmlns="http://www.iab.com/VAST" version="4.2">
  <Ad id="ISCENE-23918">
    <InLine>
      <AdSystem>ADSERVER</AdSystem>
      <AdTitle><![CDATA[ISCENE-23918]]></AdTitle>
      <Impression id="Imp"><![CDATA[IMPRESSION_COUNT]]></Impression>
      <Error><![CDATA[ERROR_TRACKER]]></Error>
      <Creatives>
        <Creative id="1">
          <UniversalAdId idRegistry="your.registry">982765</UniversalAdId>
          <NonLinearAds>
            <TrackingEvents>
              <Tracking event="start"><![CDATA[START]]></Tracking>
              <Tracking event="firstQuartile"><![CDATA[FIRST]]></Tracking>
              <Tracking event="midpoint"><![CDATA[MID]]></Tracking>
              <Tracking event="thirdQuartile"><![CDATA[THIRD]]></Tracking>
              <Tracking event="complete"><![CDATA[COMPLETE]]></Tracking>
            </TrackingEvents>

            <NonLinear width="1400" height="400" scalable="true" maintainAspectRatio="true">
              <Duration>00:00:05</Duration>
              <StaticResource id="iscene" creativeType="image/png">
                <![CDATA[https://your.cdn.net/creative/billboard/ISCENE-23918.png]]>
              </StaticResource>
            </NonLinear>
          </NonLinearAds>
        </Creative>
      </Creatives>
    </InLine>
  </Ad>
</VAST>
```

Video Response

```
<?xml version="1.0" encoding="UTF-8"?>
<VAST xmlns="http://www.iab.com/VAST" version="4.2">
  <Ad id="ISCENE-23918">
    <InLine>
      <AdSystem>ADSERVER</AdSystem>
      <AdTitle><![CDATA[ISCENE-23918]]></AdTitle>
      <Impression id="Imp"><![CDATA[IMPRESSION_COUNT]]></Impression>
      <Error><![CDATA[ERROR_TRACKER]]></Error>
```

```
<Creatives>
<Creative id="1">
<UniversalAdId idRegistry="your.registry">982765</UniversalAdId>
<NonLinearAds>
<TrackingEvents>
<Tracking event="start"><![CDATA[START]]></Tracking>
<Tracking event="firstQuartile"><![CDATA[FIRST]]></Tracking>
<Tracking event="midpoint"><![CDATA[MID]]></Tracking>
<Tracking event="thirdQuartile"><![CDATA[THIRD]]></Tracking>
<Tracking event="complete"><![CDATA[COMPLETE]]></Tracking>
</TrackingEvents>
<NonLinear width="1400" height="400" scalable="true" maintainAspectRatio="true">
<Duration>00:00:05</Duration>
<MediaFiles>
<MediaFile delivery="progressive" type="video/mp4" width="1400" height="400" bitrate="6000">
<![CDATA[https://cdn.example.com/creatives/iscene_video_asset.mp4]]>
</MediaFile>
</MediaFiles>
</NonLinear>
</NonLinearAds>
</Creative>
</Creatives>
</InLine>
</Ad>
</VAST>
```

Squeezeback

Example: Squeezeback Ad (L-Banner with content in Upper Right)

Bid Request

```
{
  "id": "squeezeback001",
  "at": 1,
  "imp": [
    {
      "id": "imp-1",
      "video": {
        "linearity": 2,
        "plcmt": 8,
        "pos": 10,
        "playbackmethod": [2],
        "mimes": ["img/png"],
      },
      "skip": 0,
```

```
"w": 1920,
"h": 1080,
"minduration": 15,
"maxduration": 15,
"protocols": [7, 8]
},
"bidfloor": 15.00,
"bidfloorcur": "USD",
"secure": 1,
"exp": 300,
}
],
"app": {
  "bundle": "com.zyx.streamingapp",
  "name": "ZYX",
  "publisher": {
    "id": "pub-zyxu-001",
    "name": "ZYXUniversal"
  },
  "content": {
    "id": "content-12345",
    "title": "NFL Sunday Night Football",
    "livestream": 1,
    "cat": ["IAB17-12"],
    "genres": [605],
    "gtax": 1
  }
},
"device": {
  "ua": "Mozilla/5.0 (SMART-TV; LG; webOS/6.0)",
  "devicetype": 3,
  "ifa": "a1b2c3d4-e5f6-7890-abcd-ef1234567890",
  "lmt": 0,
  "w": 1920,
  "h": 1080
},
"user": {},
"regs": {
  "ext": { "us_privacy": "1YNN" }
}
}
```

Bid Response

```
{
  "id": "squeezeback001",
  "seatbid": [
    {
      "seat": "seat-dsp-alpha",
      "bid": [
```

```

{
  "id": "bid-cine-001",
  "impid": "imp-1",
  "price": 22.50,
  "adm": "<VAST version=\"4.2\"><!-- NonLinear VAST --></VAST>",
  "adid": "ad-brand-x-cine",
  "adomain": ["brand-x.com"],

  "w": 1920,
  "h": 1080,
  "mtype": 2,
  "dur": 10,
  "burl":
    "https://dsp.example.com/billing?imp=${AUCTION_IMP_ID}&price=${AUCTION_PRICE}",
    "lurl": "https://dsp.example.com/loss?imp=${AUCTION_IMP_ID}&reason=${AUCTION_LOSS}",

  }
]
"cur": "USD"
}

```

```

<?xml version="1.0" encoding="UTF-8"?>
<VAST xmlns="http://www.iab.com/VAST" version="4.2">
  <Ad id="123456">
    <Inline>
      <AdSystem>ADSERVER</AdSystem>
      <AdTitle><![CDATA[123456]]></AdTitle>
      <Impression id="Imp"><![CDATA[IMPRESSION_COUNT]]></Impression>
      <Error><![CDATA[ERROR_TRACKER]]></Error>
      <Creatives>
        <Creative id="1">
          <UniversalAdId
            idRegistry="your.registry">98765</UniversalAdId>
          <NonLinearAds>
            <TrackingEvents>
              <Tracking event="start"><![CDATA[START]]></Tracking>
              <Tracking event="firstQuartile"><![CDATA[FIRST]]></Tracking>
              <Tracking event="midpoint"><![CDATA[MID]]></Tracking>
              <Tracking event="thirdQuartile"><![CDATA[THIRD]]></Tracking>
              <Tracking event="complete"><![CDATA[COMPLETE]]></Tracking>
            </TrackingEvents>
            <NonLinear width="1280" height="720" scalable="true"
              maintainAspectRatio="true">
              <Duration>00:00:10</Duration>
              <StaticResource id="atv" creativeType="image/png">
                <![CDATA[https://your.cdn.net/creative/Lbanner/123456.png]]>
              </StaticResource>
            </NonLinearClickThrough>
          </NonLinearAds>
        </Creative>
      </Creatives>
    </Inline>
  </Ad>
</VAST>

```

```
<![CDATA[https://your.landingpage.net/click?ad=123456]]>
</NonLinearClickThrough>
  </NonLinear>
  </NonLinearAds>
  </Creative>
</Creatives>
<Extensions>
  <Extension type="plcmt" ext="adcom">
    <plcmt>8</plcmt>
  </Extension>
  <Extension type="pos" ext="adcom">
    <pos>10</pos>
  </Extension>
  <Extension type="playbackmethod" ext="adcom">
    <playbackmethod>2</playbackmethod>
  </Extension>
</Extension>
</InLine>
</Ad>
</VAST>
```

Overlay

Example: Overlay Ad

Bid Request

```
{ "id": "overlay001",
  "at": 1,
  "imp": [
    {
      "id": "imp-1",
      "video": {
        "linearity": 2,
        "plcmt": 7,
        "pos": 5,
        "playbackmethod": [2],
        "mimes": ["video/mp4", "image/png"],
        "skip": 0,
        "w": 1920,
        "h": 1080,
        "minduration": 10,
        "maxduration": 10,
        "protocols": [7, 8]
      },
      "bidfloor": 15.00,
```

```
    "bidfloorcur": "USD",
    "secure": 1,
    "exp": 300,
  }
],
"app": {
  "bundle": "com.zyx.streamingapp",
  "name": "ZYX",
  "publisher": {
    "id": "pub-zyxu-001",
    "name": "ZYXUniversal"
  },
  "content": {
    "id": "content-12345",
    "title": "NFL Sunday Night Football",
    "livestream": 1,
    "cat": ["IAB17-12"],
    "genres": [605],
    "gtax": 1
  }
},
"device": {
  "ua": "Mozilla/5.0 (SMART-TV; LG; webOS/6.0)",
  "devicetype": 3,
  "ifa": "a1b2c3d4-e5f6-7890-abcd-ef1234567890",
  "lmt": 0,
  "w": 1920,
  "h": 1080
},
"user": {},
"regs": {
  "ext": { "us_privacy": "1YNN" }
}
}
```

Bid Response

```
{
  "id": "overlay001",
  "seatbid": [
    {
      "seat": "seat-dsp-alpha",
      "bid": [
        {
          "id": "bid-cine-001",
          "impid": "imp-1",
          "price": 22.50,
          "adm": "<VAST version=\"4.2\"><!-- NonLinear VAST --></VAST>",
          "adid": "ad-brand-x-cine",
          "adomain": ["brand-x.com"],

```

```
    "w": 1920,  
    "h": 1080,  
    "mtype": 2,  
    "dur": 10,  
    "burl":  
    "https://dsp.example.com/billing?imp=${AUCTION_IMP_ID}&price=${AUCTION_PRICE}",  
    "lurl": "https://dsp.example.com/loss?imp=${AUCTION_IMP_ID}&reason=${AUCTION_LOSS}",  
  }  
  ]  
}  
],  
"cur": "USD"  
}
```

VAST - Video Response

```
<VAST version="INSERT VAST VERSION">  
<Ad>  
<InLine>  
<AdSystem>INSERT AD SYSTEM HERE</AdSystem>  
<AdTitle>INSERT CREATIVE NAME HERE</AdTitle>  
<Impression/>  
<Creatives>  
<Creative>  
<NonLinear>  
<Duration>00:00:10</Duration>  
<TrackingEvents/>  
<MediaFiles>  
<MediaFile height="INSERT AD HEIGHT HERE" width="INSERT AD WIDTH HERE"  
type="video/quicktime">  
<![CDATA[INSERT .MOV FILE URL HERE]]>  
</MediaFile>  
</MediaFiles>  
</NonLinear>  
</Creative>  
</Creatives>  
</InLine>  
</Ad>  
</VAST>
```

VAST Static Image Response

```
<?xml version="1.0" encoding="UTF-8"?>
<VAST xmlns="http://www.iab.com/VAST" version="4.2">
  <Ad id="123456">
    <Inline>
      <AdSystem>ADSERVER</AdSystem>
      <AdTitle><![CDATA[123456]]></AdTitle>
      <Impression id="Imp"><![CDATA[IMPRESSION_COUNT]]></Impression>
      <Error><![CDATA[ERROR_TRACKER]]></Error>
      <Creatives>
        <Creative id="1">
          <UniversalAdId idRegistry="your.registry">98765</UniversalAdId>
          <NonLinearAds>
            <TrackingEvents>
              <Tracking event="start"><![CDATA[START]]></Tracking>
              <Tracking event="firstQuartile"><![CDATA[FIRST]]></Tracking>
              <Tracking event="midpoint"><![CDATA[MID]]></Tracking>
              <Tracking event="thirdQuartile"><![CDATA[THIRD]]></Tracking>
              <Tracking event="complete"><![CDATA[COMPLETE]]></Tracking>
            </TrackingEvents>
            <NonLinear width="300"
height="250"
scalable="true"
maintainAspectRatio="true">
              <Duration>00:00:10</Duration>
              <StaticResource id="atv" creativeType="image/png">
<![CDATA[https://your.cdn.net/creative/overlay/123456.png]]>
            </StaticResource>
            <NonLinearClickThrough>
<![CDATA[https://your.landingpage.net/click?ad=123456]]>
            </NonLinearClickThrough>
          </NonLinear>
        </NonLinearAds>
      </Creative>
    </Creatives>
  </Inline>
</Ad>
</VAST>
```