



# Whiz Custom VAST and Video URL Parameters

## Supported Macros

| Macro                    | Value                                                                                                                                                | Example Parameter Name                                                                                                                                                                                                              | Example Parameter Value |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <b>__PLATFORM__</b>      | Platform name<br>- one of:<br>roku, tvos,<br>androidtv,<br>firetv,<br>samsungtv                                                                      | platform                                                                                                                                                                                                                            | roku                    |
| <b>__APP_PAL_NONCE__</b> | Nonce value<br>from Google<br>PAL SDK                                                                                                                |                                                                                                                                                                                                                                     |                         |
| <b>__APP_ID_TYPE__</b>   | adid: Android<br>afai: Amazon<br>idfa: iOS<br>lgudid: LG<br>msai: Xbox<br>rida: Roku<br>tifa: Samsung<br>tvOS: tvOS<br>vaid: VIDAA OS<br>vida: Vizio | Follow<br>documentation<br>here for<br>idtype:<br><br><a href="https://support.google.com/admanager/answer/6238701?sjid=3078217660094522371-NC">https://support.google.com/admanager/answer/6238701?sjid=3078217660094522371-NC</a> |                         |
| <b>__APP_IS_LAT__</b>    | 0: Platform<br>indicates<br>Limit Ad<br>Tracking is<br>disabled<br><br>1: Platform                                                                   | is_lat                                                                                                                                                                                                                              | 0 or 1                  |

|                           |                                                                                                                                                                                                                                                                                       |               |                                                                                                                               |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------------------------------------------------------------------------------------------|
|                           | indicates<br>Limit Ad<br>Tracking is<br>enabled                                                                                                                                                                                                                                       |               |                                                                                                                               |
| <u>__APP_IAB_BUNDLE__</u> | Bundle from<br>IAB<br><a href="https://iabtechlab.com/wp-content/uploads/2020/08/IAB-Tech-Lab-OTT-store-assigned-App-Identification-Guidelines-2020.pdf">https://iabtechlab.com/wp-content/uploads/2020/08/IAB-Tech-Lab-OTT-store-assigned-App-Identification-Guidelines-2020.pdf</a> | app_bundle    | 886445756                                                                                                                     |
| <u>__APP_BUNDLE__</u>     | Bundle/Package                                                                                                                                                                                                                                                                        | app_bundle    | com.heartland.wthi                                                                                                            |
| <u>__APP_NAME__</u>       | App Name From<br>Store                                                                                                                                                                                                                                                                | app_name      | WTHI News 10                                                                                                                  |
| <u>__APP_STORE_URL__</u>  | App Store Url                                                                                                                                                                                                                                                                         | app_store_url | <a href="https://apps.apple.com/us/app/wthi-news-10/id1215109526">https://apps.apple.com/us/app/wthi-news-10/id1215109526</a> |
| <u>__DEVICE_ID__</u>      | Advertising Id<br>(UUID)                                                                                                                                                                                                                                                              | did           | 875df0f5-bfc7-439a-8c43-ea4d884fcc4b                                                                                          |
| <u>__US_PRIVACY__</u>     | IAB Privacy<br>String ex.<br>"1---"<br><a href="https://github.com/InteractiveAdvertisingBureau/USPrivacy/blob/master/CCPA/US%20Privacy%20String.md">https://github.com/InteractiveAdvertisingBureau/USPrivacy/blob/master/CCPA/US%20Privacy%20String.md</a>                          | us_privacy    | 1---                                                                                                                          |
| <u>__TIMESTAMP__</u>      | unix timestamp<br>in seconds                                                                                                                                                                                                                                                          | timestamp     | 1666125957                                                                                                                    |
| <u>__IP__</u>             | IP Address                                                                                                                                                                                                                                                                            | ip            | 108.73.16.127                                                                                                                 |

|                          |                                               |    |                                                                                                                                                                            |
|--------------------------|-----------------------------------------------|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u><b>USER_AGENT</b></u> | User-Agent<br>header used in<br>HTTP requests | ua | Mozilla/5.0<br>(iPhone; CPU iPhone<br>OS 16_0 like Mac OS<br>X)<br>AppleWebKit/605.1.1<br>5 (KHTML, like<br>Gecko)<br>CriOS/106.0.5249.92<br>Mobile/15E148<br>Safari/604.1 |
|--------------------------|-----------------------------------------------|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Note:** IAB bundle is defined on page three of this document:

<https://iabtechlab.com/wp-content/uploads/2020/08/IAB-Tech-Lab-OTT-store-assigned-App-Identification-Guidelines-2020.pdf>