



Whiz Custom VAST and Video URL Parameters

Version 3.0

Purpose

This document describes how to add values to custom query parameters in VAST and Video URLs

Overview

New video advertising companies require custom parameters in the VAST and/or Video URLs.

For OTT apps **all VAST and Video URLs** may come with custom parameters and should have macros replaced before using the URL.

This document defines

- The method to fill the custom parameters
- The custom parameters available
- How to determine the custom parameter values

Macro Method for Parameter Values

Macros will be placed in the VAST url and the app will substitute macros with the associated value. A macro is a text string enclosed in double underscores like this

IP

In this case the app would substitute IP with the correct value like 108.73.16.127

NOTE: the query values MUST BE URL ENCODED before substitution

NOTE: if a query value is unknown/empty the value must be set to an empty string ""

Supported Macros

Macro	Value	Example Parameter Name	Example Parameter Value
__PLATFORM__	Platform name - one of: roku, tvos, androidtv, firetv, samsungtv, lgtv, webtv	platform	roku
__APP_PAL_NONCE__	Nonce value from Google PAL SDK		
__APP_ID_TYPE__	adid: Android afai: Amazon idfa: iOS lgudid: LG msai: Xbox rida: Roku tifa: Samsung tvOS: tvOS vaaid: VIDAA OS vida: Vizio	Follow documentation here for idtype: https://support .google.com/adm anager/answer/6 238701?sjid=307 821766009452237 1-NC	
__APP_IS_LAT__	0: Platform indicates Limit Ad Tracking is disabled 1: Platform indicates Limit Ad Tracking is enabled	is_lat	0 or 1
__APP_IAB_BUNDLE__	Bundle from IAB https://iabtec hlab.com/wp-co	app_bundle	886445756

	tent/uploads/2020/08/IAB-Tech-Lab-OTT-store-assigned-App-Identification-Guidelines-2020.pdf		
__APP_BUNDLE__	Bundle/Package	app_bundle	com.heartland.wthi
__APP_NAME__	App Name From Store	app_name	WTHI News 10
__APP_STORE_URL__	App Store Url	app_store_url	https://apps.apple.com/us/app/wthi-news-10/id1215109526
__DEVICE_ID__	Advertising Id (UUID)	did	875df0f5-bfc7-439a-8c43-ea4d884fcc4b
__US_PRIVACY__	IAB Privacy String ex. "1---" https://github.com/InteractiveAdvertisingBureau/USPrivacy/blob/master/CCPA/US%20Privacy%20String.md	us_privacy	1---
__TIMESTAMP__	unix timestamp in seconds	timestamp	1666125957
__IP__	IP Address	ip	108.73.16.127
__USER_AGENT__	User-Agent header used in HTTP requests	ua	Mozilla/5.0 (iPhone; CPU iPhone OS 16_0 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) CriOS/106.0.5249.92 Mobile/15E148 Safari/604.1
N/A	fixed value from vendor	schain	1.0,1!exchange1.com,1234,1,,,!exchange2.com,abcd,1,,,

__GPP__	Global Privacy Platform value	gpp	If Limit Ad Tracking is disabled use DBABzw~1YNN~BAAAAAAAAAFA Else use DBABzw~1YNN~BAAAAAAAAAJA
__GPP_SID__	Global Privacy Platform Section ID	gpp_sid	Use value as 7 because usnat section id is 7

Notes:

- 1) 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>
- 2) IAB GPP values are calculated using IAB tool which is available here -
<https://iabgpp.com/#>

Example Using Example Parameter Name and Values From Table

VAST URL coming from admin server JSON

https://vast.domain.com/path?app_bundle=__APP_BUNDLE__&app_name=__APP_NAME__&app_store_url=__APP_STORE_URL__&did=__DEVICE_ID__&us_privacy=__US_PRIVACY__×tamp=__TIMESTAMP__&ip=__IP__&ua=__USER_AGENT__&gpp=__GPP__&gpp_sid=__GPP_SID__&schan=1.0%2C1%21exchange1.com%2C1234%2C1%2C%2C%2C%21exchange2.com%2Cabcd%2C1%2C%2C%2C

VAST URL After Substitution

https://vast.domain.com/path?app_bundle=com.heartland.wthi&app_name=WTHI+News+10&app_store_url=https%3A%2F%2Fapps.apple.com%2Fus%2Fapp%2Fwthi-news-10%2Fid1215109526&did=875df0f5-bfc7-439a-8c43-ea4d884fcc4b&us_privacy=1---×tamp=1666125957&ip=108.73.16.127&ua=Mozilla%2F5.0+%28iPhone%3B+CPU+iPhone+OS+16_0+like+Mac+OS+X%29+AppleWebKit%2F605.1.15+%28KHTML%2C+like+Gecko%29+CriOS%2F106.0.5249.92+Mobile%2F15E148+Safari%2F604.1&gpp=DBABzw~1YNN~BAAAAAAAAAFA&gpp_sid=7&schai

n=1.0%2C1%21exchange1.com%2C1234%2C1%2C%2C%2C%21exchange2.com%2Cabcd%
2C1%2C%2C%2C