



RTB Project

*OpenRTB Native Ads API Specification
Version 1*

October 2014

Introduction

The Native Ads sub-committee of the IAB OpenRTB Project assembled in May 2014 to develop a new supplementary API specification for companies interested in an open protocol for the automated trading of Native Ads enabled media across a broader range of platforms, devices, and advertising solutions. This document is the culmination of those efforts.

About the IAB's Networks & Exchanges Committee:

The IAB Networks & Exchanges Committee is comprised of senior leaders of ad networks and ad exchanges member companies. The committee is dedicated to furthering the interests of digital ecosystem in today's complex ad marketplace. Committee objectives are to foster the highest standards of professionalism and accountability in relationships with publishers, advertisers, intermediaries, and the agency community, to develop programs that enable revenue growth, and to create best practices that protect consumers and the industry.

The OpenRTB Project is a working group within the IAB Advertising Technology Council.

This document can be found at www.iab.net

IAB Contact Information:

*Brendan Riordan-Butterworth
Director of Technical Standards, IAB
brendan@iab.net*

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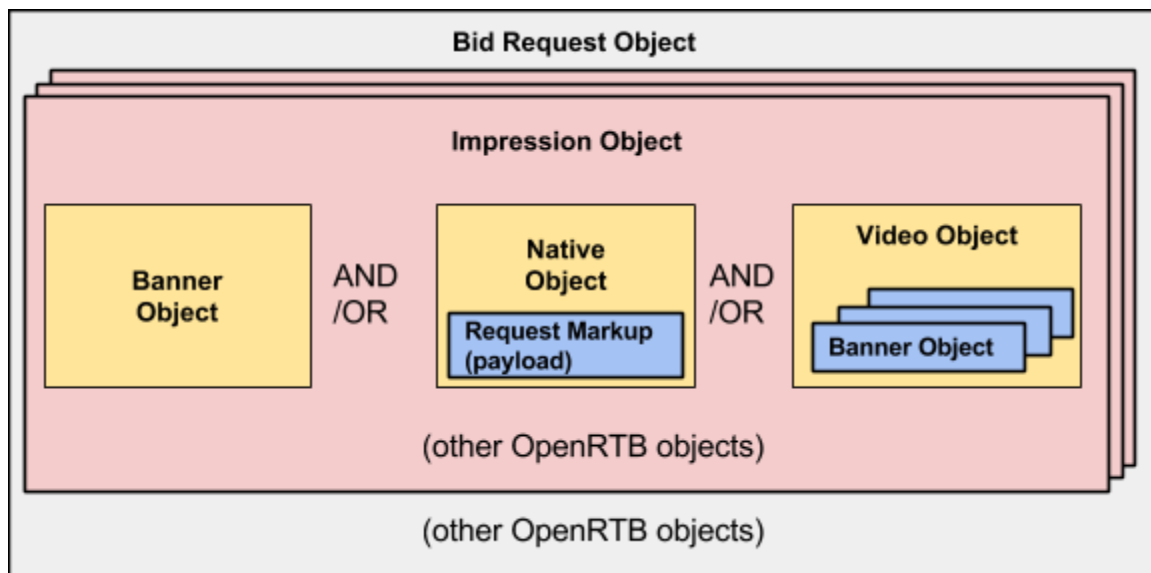


3 Bid Request Details

RTB transactions are initiated when an exchange or other supply source sends a bid request to a bidder. The bid request consists of a bid request object, at least one impression object, and may optionally include additional objects providing impression context.

3.1 Native Object Hierarchy

Following is the object hierarchy for a bid request. The new Native Object is another optional element of the impression object, and can be specified as an alternative to or in conjunction with a banner object or video object.



4 Native Ad Request Markup Details

4.1 Native Markup Request Object

The Native Object defines the native advertising opportunity available for bid via this bid request. It must be included directly in the impression object if the impression offered for auction is a native ad format.

The **Default** column dictates how optional parameters should be interpreted if explicit values are not provided.

Field	Scope	Type	Default	Description
ver	required	integer	1	Version of the Native Markup version in use.

layoutid	recommended	integer	-	The Layout ID of the native ad unit. See the Table of Layout IDs below.
adunitid	recommended	integer	-	The Ad unit ID of the native ad unit. This corresponds to one if IAB Core-6 native ad units. See the Table of Ad Unit IDs below.
plcmcnt	optional	integer	1	The number of identical placements in this Layout ID. If this optional parameter is present and greater than 1, then the implication is that the bidder is submitting bids to a Generalized Second Price auction where multiple identical placements are being offered in the same content feed or stream.
seq	optional	integer	0	Sequence number of the ad in the stream. 0 for the first ad, 1 for the second ad, and so on. This is not the sequence number of the content in the stream.
assets	required	array of objects	-	An array of AssetObjects. Any bid must comply with the array of elements expressed by the Exchange.
ext	optional	object	-	This object is a placeholder that may contain custom JSON agreed to by the parties to support flexibility beyond the standard defined in this specification

4.2 AssetObject

The main container object for each asset requested or supported by Exchange on behalf of the rendering client. Any object that is required is to be flagged as such. Only one of the {title,,img,video,data} objects should be present in each object. All others should be null/absent. The id is to be unique within the AssetObject array so that the response can be aligned.

Field	Scope	Type	Default	Description
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