



Validation for Request Parameters by Prebid Server

... / CTV Support in OW

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Below are parameters validated by Prebid Server in ORTB request.

Request Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
req.ID	Must not be empty	Fatal Error	"request missing re
req.TMax	Must be non-negative (≥ 0)	Fatal Error	"request.tmax must have a value"
req.Imp	Must contain at least one element	Fatal Error	"request.imp must contain at least one element."
req.Cur	Maximum 1 currency allowed	Warning	Takes first currency listed. Prebid Server can only process one currency in the list, unless currency is specified.
req.Source.TID	Must exist if AutoGenSourceTID enabled	Conditional	Validates and fills values for req.Source.TID if AutoGenSourceTID is enabled.
req.Ext	Must be valid JSON	Fatal Error	"request.ext is invalid JSON"
reqPrebid.Aliases	Must be valid aliases	Fatal Error	Refer Alias Validation Conditions
reqPrebid.AliasGVLIDs	Must be valid GVLID mappings	Fatal Error	Refer Alias GVLID Conditions

 reqPrebid.BidAdjustmentFactors	Must be valid adjustment factors	Fatal Error	Refer Bid Adjustment Parameters and Conditions
reqPrebid.SChains	Must be valid supply chains	Fatal Error	Validated via Bidder Chain Validation Parameters
reqPrebid.Data (EID Permissions)	Must have valid EID permissions	Fatal Error	Validated via EID Validation Parameters and Conditions
reqPrebid.CurrencyConversions	Must have valid custom rates	Fatal Error	Validated via currency.Valid
req.Channel	Must be valid channel	Fatal Error	Validate channel Validation Parameters
Inventory Type	Exactly one inventory type required	Fatal Error	Validated via Inventory Parameters and Conditions
req.Ext (Extended)	Must pass extended validation	Mixed	Validated via validateRequest - can return fatal or warning
req.Site	Must be valid site object	Error	Validated via Site Parameters and Conditions
req.App	Must be valid app object	Error	Validated via App Parameters and Conditions
req.DOOH	Must be valid DOOH object	Error	Validated via DOOH Parameters and Conditions
req.Reg.GPP	Must be valid GPP consent string	Warning	"GPP consent string ignored. ({error})"
req.User	Must be valid user object	Mixed	Refer User Validation Parameters and Conditions
req.Reg	Must be valid regulations object	Mixed	Validated via Regulations Validation Parameters and Conditions
req.Device	Must be valid device object	Error	Validated via Device Parameters and Conditions

Cookie Deprecation	Must be valid if present	Error	Based on header 'cookies' - cookies are deprecated
CCPA Consent	Must be valid CCPA consent string	Warning	"CCPA consent is invalid: {error}" - USPrivate
imp.ID	Must be unique across all impressions	Fatal Error	"request.imp[{i}].id" contains both "{id}" and "Imp ID". Imp IDs
Each imp	Must pass impression validation	Mixed	Validated via Impression Parameters and Conditions - can return fatal or warning errors

Alias Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
aliasBidderInfo.AliasOf	Must not be empty (length > 0)	Conditional	Proceeds to further validation if alias is defined
Parent Bidder Existence	Parent bidder must exist in infos map	Fatal Error	"bidder: {parentBidderName} not found for an alias: {bidderName}"
Parent Bidder Type	Parent bidder must NOT be an alias itself	Fatal Error	"bidder: {parentBidderName} cannot be an alias of an alias: {bidderName}"

Alias GVLID Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
alias (key in aliasesGVLIDs map)	Must exist in the aliases map	Fatal Error	"request.ext.prebid.aliasgvlids. vendorId {vendorId} refers to unknown bidder alias: {alias}"



vendorId (value in aliasesGVLIDs map)	Must be greater than or equal to 1 (>= 1)	Fatal Error	"request.ext.prebid.aliasgvlids. Invalid vendorId {vendorId} for alias: {alias}. Choose a different vendorId, or remove this entry."
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Bid Adjustment Factors Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
adjustmentFactor (value in adjustmentFactors map)	Must be a positive number (> 0)	Fatal Error	"request.ext.prebid.bidadjustmentfactors. {bidderToAdjust} must be a positive number. Got {adjustmentFactor}"
bidderName (normalized)	Must be unique (case- insensitive)	Fatal Error	"cannot have multiple bidders that differ only in case style"
bidderToAdjust (key in adjustmentFactors map)	Must be a known bidder or alias	Fatal Error	"request.ext.prebid.bidadjustmentfactors. {bidderToAdjust} is not a known bidder or alias"

BidderToPrebidSChains - Supply Chain Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
bidder (in schainWrapper.Bidders)	Must be unique across all schain configurations	Fatal Error	"request.ext.prebid.schains contains multiple schains for bidder {bidder}; it must contain no more than one per bidder."
sChains array	Each bidder can only appear once across all schain wrappers	Fatal Error	Returns error and nil map if duplicate bidder found



EID Permissions Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
eid.Source	Must not be empty (length > 0)	Fatal Error	request.ext.prebid.data.eidpermissions[{:source}]
eid.Source	Must be unique across all eidpermissions entries	Fatal Error	request.ext.prebid.data.eidpermissions[{:source}]
eid.Bidders	Must not be empty (length > 0)	Fatal Error	request.ext.prebid.data.eidpermissions[{:bidders}]
eid.Bidders	All bidders must be valid (known bidders or aliases)	Fatal Error	request.ext.prebid.data.eidpermissions[{:bidders}]

Validate Channel

Parameter	Validation Condition	Error Type	Error Message/Action
ext.prebid.channel.name	If provided, Must not be empty (length > 0)	Error	ext.prebid.channel.name can't be empty

Inventory Type Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
request.site or request.app or request.door	Exactly one inventory type must be defined	Fatal Error	"One of request.site or request.app or request.door must be defined" (if count = 0)



Site Object Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
req.Site	If null, no validation required	None	Returns nil (validation skipped)
req.Site.ID and req.Site.Page	At least one must be non-empty	Fatal Error	"request.site should include at least one of <code>request.site.id</code> or <code>request.site.page</code> ."
req.Site.Ext	Must be valid and parseable	Fatal Error	Returns parsing error from <code>GetSiteExt()</code>
req.Site.Ext.Amp	If defined, must be 0 or 1	Fatal Error	"request.site.ext.amp must be either 1, 0, or undefined"

App Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
req.App	If null, no validation required	None	Returns nil (validation skipped)
req.App.ID	Must not be in blocked apps list	BlockedApp Error	"Prebid-server does not process requests from App ID: {appID}"
req.App.Ext	Must be valid and parseable	Fatal Error	Returns parsing error from <code>GetAppExt()</code>

DOOH Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
req.DOOH	If null, no validation required	None	Returns nil (validation skipped)



req.D00H.ID and req.D00H.VenueType	At least one must be present	Fatal Error	"request.d0oh should include at least one of request.d0oh.id or request.d0oh.venuetype."
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User Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
req.User	If null, no validation required	None	Returns nil (validation skipped)
req.User.Geo.Accuracy	Must be non-negative (≥ 0)	Fatal Error	"request.user.geo.accuracy"
req.User.Consent	If conflicts with GPP GDPR string, warn	Warning	"user.consent GDPR string"
req.User.Ext	Must be valid and parseable	Fatal Error	"request.user.ext object is n"
req.User.Ext.Prebid.BuyerUIDs	If prebid exists, must have at least one buyer UID	Fatal Error	"request.user.ext.prebid.buyeruids"
req.User.Ext.Prebid.BuyerUIDs (keys)	Each bidder name must be valid or aliased	Fatal Error	"request.user.ext.{bidderName}"
req.User.EIDs	Must be valid EID format	Warning/Error	Refer EID (Extended Identifier)



EID (Extended Identifier) Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
eid.Source	Must not be empty	Warning	"request.user.eids[{index}] removed due to missing source" - EID is filtered out
eid.UIDs	Must contain at least one valid UID after validation	Warning	"request.user.eids[{index}] (source: {source}) removed due to empty uids" - EID is filtered out
eid.UIDs (individual)	Each UID must pass UID validation	Warning/Error	Validated via UID (User Identifier) Validation Parameters and Conditions - invalid UIDs filtered out

UID (User Identifier) Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
uid.ID	Must not be empty	Warning	"request.user.eids[{eidIndex}].uids[{uidIndex}] removed due to empty ids" - UID is filtered out

Regs (Regulations) Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
req.Regs	If null, no validation required	None	Returns nil (validation skipped)
req.Regs.GDPR and req.Regs.GPPSID	If both present, GDPR signal must match GPP signal	Warning	"regs.gdpr signal conflicts with GPP (regs.gpp_sid) and will be ignored"
req.Regs.GDPR	If present, must be 0 or 1	Fatal Error	"request.regs.gdpr must be either 0 or 1"



Device Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
device	If null, no validation required	None	Returns nil (validation skipped)
device.W	Must be non-negative (>= 0)	Fatal Error	"request.device.w must be a positive number"
device.H	Must be non-negative (>= 0)	Fatal Error	"request.device.h must be a positive number"
device.PPI	Must be non-negative (>= 0)	Fatal Error	"request.device.ppi must be a positive number"
device.Geo.Accuracy	Must be non-negative (>= 0)	Fatal Error	"request.device.geo.accuracy must be a positive number"

Impression (Imp) Validation Parameters and Conditions

Parameter	Validation Condition	Error Type	Error Message/Action
imp.Id	Must not be null or empty	Fatal Error	"Invalid request! Mandatory field imp.id missing"
imp.TagId	Must not be null or empty	Fatal Error	"Invalid imp:{impId} ! Mandatory field imp.tagid missing"
imp.Banner , imp.Video ,	At least one must be present	Fatal Error	"Invalid imp:{impId} ! Mandatory object Banner/Video/Native missing"



imp.Native

imp.Banner	If present, must pass banner validation	Fatal Error	"Invalid imp:{implId} ! Error: {error}"
imp.Native	If present, must pass native validation	Fatal Error	"Invalid imp:{implId} ! Error: {error}"