**产品文档**

**Pxene RTB**

**API接口说明书**

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**文档修订历史**

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# 一、**文档介绍**

## 1.1 文档的目的

此文档是提供用于软件开发部门和产品设计部门、产品测试部门之间就此产品的需求分析、产品开发、产品设计、测试方案交流的基础；

## 1.2 参考文档

|  |  |  |  |
| --- | --- | --- | --- |
| **序号** | **文档名称** | **作者** | **来源** |
| 1 |  |  |  |
|  |  |  |  |

## 1.3产品命名规范

|  |  |  |
| --- | --- | --- |
| **广告竞价系统** | | |
|  |  |  |
|  |  |  |
|  |  |  |

# **二、总体说明**

DSP经邀请或申请，将签署保密协议，提供需求调查文档、公司介绍及相关资质信息。随后DSP将获得广告交易平台ADX接入流程规范及接口协议，自助测试工具及合作协议。双方签署合作协议，DSP完成开发后，双方将进行联调。联调通过，且DSP账户预充值或保证金汇款到账（提供汇款凭证）后，将开通正式环境流量进入正式运营阶段。

其中主要流程涉及：

1.1 技术开发对接流程（含联调对接测试）

1.2 账户注册，DSP方提供其服务器域名或IP地址，ADX进行延时测试

1.3 ADX向DSP提供RTB接口协议文档，和接口测试工具，沟通接口协议

1.4 DSP按照ADX RTB接口协议文档开发对接接口

1.5 DSP使用ADX提供的接口测试工具，对开发的接口进行测试

1.6 测试通过之后，部署在正式服务器上，DSP向ADX提供接口地址

1.7 ADX进行对接的开发和配置工作

1.8 双方联调测试 (包括双方展示、点击、结算金额解密数据核对，etc）

1.9 联调测试通过之后，ADX开始发送真实请求。

# **三、通信方式**

ADX和DSP之间的基础通信协议采用HTTP协议，使用POST方法发送Bid Request消息，数据使用JSON格式。使用GET方法发送Win Notice消息。

# **四、HTTP请求头**

Content-Type: application/json

# **五、超时时间**

ADX向DSP 发送请求到DSP返回响应的时间，DSP需要在300ms内做出响应，超过300ms ADX放弃本次请求。

# **六、竞价规则**

ADX向多家DSP 同时发送竞价请求，DSP返回广告报价，报价最高的DSP获取广告展示机会，并以第二高价加一分钱作为成交价，如果只有一个DSP出价，那么以APP设置的底价加一分钱作为成交价。ADX会根据DSP的选择在成交后立刻或者在广告展示时向DSP发送Win Notice消息。ADX在广告展示后记录广告费用。

# **七、消息定义**

## 7.1Bid Request

### 7.1.1 Bid Request

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | Type | Description |
| id | required | string | bid request的唯一id，由ADX平台生成 |
| imp | required | Impression of Object | Impression对象 |
| app | optional | App Object | App对象，描述App信息 |
| device | optional | Device Object | Device对象，描述设备信息 |
| cur | optional | string | 竞价货币：”CNY” |
| bcat | optional | Array of string | 拒绝的广告行业类型。参考[8.2](#_8.2广告行业/APP类型) |
| badv | optional | Array of string | 拒绝的广告主域名。（例如：”ford.com”） |

### 7.1.2 Imp对象

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | Type | Description |
| id | required | string | 唯一id，由ADX生成 |
| imptype | required | integer | Impression类型。描述有效的类型是banner、video和native其中一个。[参考](#_Imptype)[8.3](#_8.4_Imptype) |
| banner | optional | Banner of Object | 条幅广告对象 |
| video | optional | string | 视频广告对象 |
| native | recommended | integer | 原生（信息流）广告对象(暂不支持) |
| bidfloor | recommended | integer | 最低竞标价格，货币单位为人民币，数值含义为分/千次展现。如果DSP出价小于该值，则会被判定为格式错误而不参与竞价。 |
| instl | optional | integer | 是否全屏或插屏。  0：不是，1：是 |

### 7.1.2.1 banner对象

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | Type | Description |
| w | required | integer | 宽。单位：像素。（非全插屏时有效） |
| h | required | integer | 高。单位：像素。（非全插屏时有效） |
| btype | optional | Int set | 拒绝的广告创意类型。参考[8.10](#_8.10__Type广告创意类型) |
| battr | optional | Int set | 拒绝的广告属性。参考[8.12](#_8.12_Attr广告属性) |

### 7.1.2.2 Video对象

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | Type | Description |
| mime | required | Int set | 支持播放的视频格式。参考[8.15](#_8.15_视频格式类型) |
| display | optional | integer | 广告位类型。参考[8.14](#_8.14_Video广告位类型) |
| minduration | optional | integer | 视频广告最小时长 |
| maxduration | optional | integer | 视频广告最大时长 |
| w | required | integer | 广告位宽度（非全插屏时有效） |
| h | required | integer | 广告位高度（非全插屏时有效） |
| battr | optional | integer | 拒绝的广告位属性。参考[8.12](#_8.12_Attr广告属性) |

### 7.1.2.3 Native

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| layout | required | int | 原生广告布局样式，固定为3 |
| plcmtcnt | optional | int | 广告数量 |
| assets | required | Asset object array | 原生广告元素列表，当前固定为5个元素，分别为标题（title），Icon（img），Large image（img），Description（data），Rating（data） |

### Asset

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| id | required | int | 广告元素ID |
| required | required | int | 广告元素是否必须，1：必须，0：可选 |
| assettype | required | int | Asset类型。描述有效的类型是Title、Image和Data其中一个。[参考8.9](#_8.9_Assettype) |
| title | optional | Title object | 文字元素。 |
| img | optional | Image object | 图片元素 |
| data | optional | Data object | 其他数据元素 |

### Title

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| len | required | int | Title元素最大文字长度 |

### Image

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| type | required | int | Image元素的类型，1：Icon，3：Large image |
| w | optional | int | Image元素的宽度，单位为像素 |
| wmin | required | int | Image元素要求的最小宽度，单位为像素 |
| h | optional | int | Image元素的高度，单位为像素 |
| hmin | required | int | Image元素要求的最小高度，单位为像素 |
| mimes | optional | int set | Image元素支持的图片类型。[参考8.10](#_8.10图片格式类型) |

### Data

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| type | required | int | 数据类型，2：Description，3：Rating |
| len | required | int | 元素最大文字长度 |

### 7.1.3 App

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| id | required | string | 唯一id，由adx生成 |
| name | required | string | 应用名字 |
| cat | optional | int set | App类型。参考[8.2](#_8.3广告行业/APP类型) |
| bundle | optional | string | App软件包名 |

### 7.1.4 Device对象

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| did | required | string | 硬件设备ID (original/sha1/md5) |
| didtype | required | int | 硬件设备ID类型。[参考8.11](#_8.11_Didtype/Dpidtype) |
| dpid | required | string | 平台设备ID (original/sha1/md5) |
| dpidtype | required | int | 平台设备ID类型。[参考8.11](#_8.11_Didtype/Dpidtype) |
| ua | required | string | 用户浏览器User-Agent字符串 |
| ip | required | string | Ip地址(ipv4) |
| geo | required | Geo object | 地理位置信息 |
| carrier | optional | int | 运营商。[参考8.12](#_8.12__Carrier运营商) |
| make | optional | string | 制造商，如”Apple” |
| model | optional | string | 型号，如”iPhone” |
| os | required | int | 设备操作系统。[参考8.17](#_8.17_OS_操作系统类型) |
| osv | optional | string | 设备操作系统版本号，如”3.1.2” |
| connectiontype | optional | int | 网络连接类型。[参考8.13](#_8.13__Connectiontype连接类型) |
| devicetype | optional | int | 设备类型。[参考8.14](#_Devicetype设备类型) |

### 7.1.14.1 Geo

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| lat | required | double | 纬度（-90~90），负数表示南纬。 |
| lon | required | double | 经度（-180~180），负数表示西经。 |

### 7.1.5 Bid Request Example

## 7.2 Bid Response

### 7.2.1 Bid Reponse对象

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| id | required | string | 响应的Bid request的唯一id |
| seatbid | optional | Seat bid array | 该seat的0或多组bids。 |
| bidid | optional | string | Bid response id，由DSP生成 |
| cur | optional | string | 出价货币：”CNY” |

7.2.1.1 Seat bid

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| bid | required | Bid array | DSP的出价。 |
| seat | optional | string | Seat bid id。由ADX指定或由DSP生成 |

7.2.1.2 Bid

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Scope | type | Description |
| impid | required | string | 对应的Impression id |
| price | required | double | 出价。单位：元/CPM |
| adid | required | string | 广告ID（后台用mapid表示） |
| cat | required | int set | 广告行业类型。[参考8.3](#_8.3广告行业/APP类型) |
| type | required | int | 广告创意类型。[参考8.5](#_8.5_Type广告创意类型) |
| ctype | optional | int | 点击目标类型。[参考8.15](#_8.15__Ctype点击类型) |
| cbundle | optional | string | 点击后下载App的包名。仅当ctype为2-“下载App”时有效 |
| adomain | optional | string set | 广告主检查主域名或顶级域名 |
| w | required | int | 广告物料宽度，仅当全插屏广告时有效 |
| h | required | int | 广告物料高度，仅当全插屏广告时有效 |
| curl | required | string | 广告点击目标url |
| monitorcode | required | string | 第三方广告监测代码片段 |
| cmonitorurl | optional | string array | 第三方广告点击监测地址 |
| imonitorurl | optional | string array | 第三方广告展示监测地址 |
| code | optional | string | 代码片段(未使用) |
| sourceurl | required | string | 广告素材URL。 |
| cid | optional | string | Campaign ID |
| crid | optional | string | 广告物料ID |
| attr | optional | int set | 广告属性。[参考8.6](#_Attr广告属性) |

### 7.2.3 Bid Response Example

#CLICK\_URL# :

点击目标地址，用于点击广告时的目标URL。ADX会根据媒体端的支持情况，替换为广告点击目标URL（Bid对象的curl域值）和ADX统计广告点

击数的监播地址。在adm的HTML代码片段中，一般应该将该宏放在A标签的href属性中，例如：<a href=‚#CLICK\_URL#‛ >…</a> 为了兼容不支持异步发送点击监测消息的媒体，#CLICK\_URL#可能会被替换为ADX点击监播地址URL [重定向到] DSP点击监播地址URL（cturl） [重定向到] 目标地址URL，所以要求DSP点击监播地址（cturl）支持重定向。

一次点击通常流程如下

1：ADX对DSP提供的目标url做重定向 目的ADX可以监控并统计点击

2：DSP对地址做重定向

# 八、附件

## 8.1保留

## 8.2广告行业/APP类型

|  |  |  |
| --- | --- | --- |
| 取值（int） | English | 中文 |
| 0 | Unknown | 未知 |
| 0x100 | Arts & Entertainment | 艺术与娱乐 |
| 0x101 | Books & Literature |  |
| 0x102 | Celebrity Fan/Gossip |  |
| 0x103 | Fine Art |  |
| 0x104 | Humor |  |
| 0x105 | Movies |  |
| 0x106 | Music |  |
| 0x107 | Television |  |
| 0x200 | Automotive | 汽车 |
| 0x201 | Auto Parts |  |
| 0x202 | Auto Repair |  |
| 0x203 | Buying/Selling Cars |  |
| 0x204 | Car Culture |  |
| 0x205 | Certified Pre-Owned |  |
| 0x206 | Convertible |  |
| 0x207 | Coupe |  |
| 0x208 | Crossover |  |
| 0x209 | Diesel |  |
| 0x20A | Electric Vehicle |  |
| 0x20B | Hatchback |  |
| 0x20C | Hybrid |  |
| 0x20D | Luxury |  |
| 0x20E | Minivan |  |
| 0x20F | Motorcycles |  |
| 0x210 | Performance Vehicles |  |
| 0x211 | Pickup |  |
| 0x212 | Road-Side Assistance |  |
| 0x213 | Sedan |  |
| 0x214 | Trucks & Accessories |  |
| 0x215 | Vintage Cars |  |
| 0x216 | Wagon |  |
| 0x300 | Business | 商业 |
| 0x301 | Advertising |  |
| 0x302 | Agriculture |  |
| 0x303 | Biotech/Biomedical |  |
| 0x304 | Business Software |  |
| 0x305 | Construction |  |
| 0x306 | Forestry |  |
| 0x307 | Government |  |
| 0x308 | Green Solutions |  |
| 0x309 | Human Resources |  |
| 0x30A | Logistics |  |
| 0x30B | Marketing |  |
| 0x30C | Metals |  |
| 0x400 | Careers | 职业 |
| 0x401 | Career Planning |  |
| 0x402 | College |  |
| 0x403 | Financial Aid |  |
| 0x404 | Job Fairs |  |
| 0x405 | Job Search |  |
| 0x406 | Resume Writing/Advice |  |
| 0x407 | Nursing |  |
| 0x408 | Scholarships |  |
| 0x409 | Telecommuting |  |
| 0x40A | U.S. Military |  |
| 0x40B | Career Advice |  |
| 0x500 | Education | 教育 |
| 0x501 | 7-12 Education |  |
| 0x502 | Adult Education |  |
| 0x503 | Art History |  |
| 0x504 | College Administration |  |
| 0x505 | College Life |  |
| 0x506 | Distance Learning |  |
| 0x507 | English as a 2nd Language |  |
| 0x508 | Language Learning |  |
| 0x509 | Graduate School |  |
| 0x50A | Homeschooling |  |
| 0x50B | Homework/Study Tips |  |
| 0x50C | K-6 Educators |  |
| 0x50D | Private School |  |
| 0x50E | Special Education |  |
| 0x50F | Studying Business |  |
| 0x600 | Family & Parenting | 家庭与育儿 |
| 0x601 | Adoption |  |
| 0x602 | Babies & Toddlers |  |
| 0x603 | Daycare/Pre School |  |
| 0x604 | Family Internet |  |
| 0x605 | Parenting - K- 6 Kids |  |
| 0x606 | Parenting teens |  |
| 0x607 | Pregnancy |  |
| 0x608 | Special Needs Kids |  |
| 0x609 | Eldercare |  |
| 0x700 | Health & Fitness | 健康与健身 |
| 0x701 | Exercise |  |
| 0x702 | ADD |  |
| 0x703 | AIDS/HIV |  |
| 0x704 | Allergies |  |
| 0x705 | Alternative Medicine |  |
| 0x706 | Arthritis |  |
| 0x707 | Asthma |  |
| 0x708 | Autism/PDD |  |
| 0x709 | Bipolar Disorder |  |
| 0x70A | Brain Tumor |  |
| 0x70B | Cancer |  |
| 0x70C | Cholesterol |  |
| 0x70D | Chronic Fatigue Syndrome |  |
| 0x70E | Chronic Pain |  |
| 0x70F | Cold & Flu |  |
| 0x710 | Deafness |  |
| 0x711 | Dental Care |  |
| 0x712 | Depression |  |
| 0x713 | Dermatology |  |
| 0x714 | Diabetes |  |
| 0x715 | Epilepsy |  |
| 0x716 | GERD/Acid Reflux |  |
| 0x717 | Headaches/Migraines |  |
| 0x718 | Heart Disease |  |
| 0x719 | Herbs for Health |  |
| 0x71A | Holistic Healing |  |
| 0x71B | IBS/Crohn’ s Disease |  |
| 0x71C | Incest/Abuse Support |  |
| 0x71D | Incontinence |  |
| 0x71E | Infertility |  |
| 0x71F | Men ’ s Health |  |
| 0x720 | Nutrition |  |
| 0x721 | Orthopedics |  |
| 0x722 | Panic/Anxiety Disorders |  |
| 0x723 | Pediatrics |  |
| 0x724 | Physical Therapy |  |
| 0x725 | Psychology/Psychiatry |  |
| 0x726 | Senior Health |  |
| 0x727 | Sexuality |  |
| 0x728 | Sleep Disorders |  |
| 0x729 | Smoking Cessation |  |
| 0x72A | Substance Abuse |  |
| 0x72B | Thyroid Disease |  |
| 0x72C | Weight Loss |  |
| 0x72D | Women's Health |  |
| 0x800 | Food & Drink | 饮食 |
| 0x801 | American Cuisine |  |
| 0x802 | Barbecues & Grilling |  |
| 0x803 | Cajun/Creole |  |
| 0x804 | Chinese Cuisine |  |
| 0x805 | Cocktails/Beer |  |
| 0x806 | Coffee/Tea |  |
| 0x807 | Cuisine -Specific |  |
| 0x808 | Desserts & Baking |  |
| 0x809 | Dining Out |  |
| 0x80A | Food Allergies |  |
| 0x80B | French Cuisine |  |
| 0x80C | Health/Low - Fat Cooking |  |
| 0x80D | Italian Cuisine |  |
| 0x80E | Japanese Cuisine |  |
| 0x80F | Mexican Cuisine |  |
| 0x810 | Vegan |  |
| 0x811 | Vegetarian |  |
| 0x812 | Wine |  |
| 0x900 | Hobbies & Interests | 兴趣爱好 |
| 0x901 | Art/Technology |  |
| 0x902 | Arts & Crafts |  |
| 0x903 | Beadwork |  |
| 0x904 | Bird -Watching |  |
| 0x905 | Board Games/Puzzles |  |
| 0x906 | Candle & Soap Making |  |
| 0x907 | Card Games |  |
| 0x908 | Chess |  |
| 0x909 | Cigars |  |
| 0x90A | Collecting |  |
| 0x90B | Comic Books |  |
| 0x90C | Drawing/Sketching |  |
| 0x90D | Freelance Writing |  |
| 0x90E | Genealogy |  |
| 0x90F | Getting Published |  |
| 0x910 | Guitar |  |
| 0x911 | Home Recording |  |
| 0x912 | Investors & Patents |  |
| 0x913 | Jewelry Making |  |
| 0x914 | Magic & Illusion |  |
| 0x915 | Needlework |  |
| 0x916 | Painting |  |
| 0x917 | Photography |  |
| 0x918 | Radio |  |
| 0x919 | Roleplaying Games |  |
| 0x91A | Sci-Fi & Fantasy |  |
| 0x91B | Scrapbooking |  |
| 0x91C | Screenwriting |  |
| 0x91D | Stamps & Coins |  |
| 0x91E | Video & Computer Games |  |
| 0x91F | Woodworking |  |
| 0xA00 | Home & Garden | 家居与园艺 |
| 0xA01 | Appliances |  |
| 0xA02 | Entertaining |  |
| 0xA03 | Environmental Safety |  |
| 0xA04 | Gardening |  |
| 0xA05 | Home Repair |  |
| 0xA06 | Home Theater |  |
| 0xA07 | Interior Decorating |  |
| 0xA08 | Landscaping |  |
| 0xA09 | Remodeling & Construction |  |
| 0xB00 | Law, Gov't & Politics | 法律政府与政治 |
| 0xB01 | Immigration |  |
| 0xB02 | Legal Issues |  |
| 0xB03 | U.S. Government Resources |  |
| 0xB04 | Politics |  |
| 0xB05 | Commentary |  |
| 0xC00 | News | 新闻 |
| 0xC01 | International News |  |
| 0xC02 | National News |  |
| 0xC03 | Local News |  |
| 0xD00 | Personal Finance | 个人理财 |
| 0xD01 | Beginning Investing |  |
| 0xD02 | Credit/Debt & Loans |  |
| 0xD03 | Financial News |  |
| 0xD04 | Financial Planning |  |
| 0xD05 | Hedge Fund |  |
| 0xD06 | Insurance |  |
| 0xD07 | Investing |  |
| 0xD08 | Mutual Funds |  |
| 0xD09 | Options |  |
| 0xD0A | Retirement Planning |  |
| 0xD0B | Stocks |  |
| 0xD0C | Tax Planning |  |
| 0xE00 | Society | 社会 |
| 0xE01 | Dating |  |
| 0xE02 | Divorce Support |  |
| 0xE03 | Gay Life |  |
| 0xE04 | Marriage |  |
| 0xE05 | Senior Living |  |
| 0xE06 | Teens |  |
| 0xE07 | Weddings |  |
| 0xE08 | Ethnic Specific |  |
| 0xF00 | Science | 自然科学 |
| 0xF01 | Astrology |  |
| 0xF02 | Biology |  |
| 0xF03 | Chemistry |  |
| 0xF04 | Geology |  |
| 0xF05 | Paranormal Phenomena |  |
| 0xF06 | Physics |  |
| 0xF07 | Space/Astronomy |  |
| 0xF08 | Geography |  |
| 0xF09 | Botany |  |
| 0xF0A | Weather |  |
| 0x1000 | Pets | 宠物 |
| 0x1001 | Aquariums |  |
| 0x1002 | Birds |  |
| 0x1003 | Cats |  |
| 0x1004 | Dogs |  |
| 0x1005 | Large Animals |  |
| 0x1006 | Reptiles |  |
| 0x1007 | Veterinary Medicine |  |
| 0x1100 | Sports | 运动 |
| 0x1101 | Auto Racing |  |
| 0x1102 | Baseball |  |
| 0x1103 | Bicycling |  |
| 0x1104 | Bodybuilding |  |
| 0x1105 | Boxing |  |
| 0x1106 | Canoeing/Kayaking |  |
| 0x1107 | Cheerleading |  |
| 0x1108 | Climbing |  |
| 0x1109 | Cricket |  |
| 0x110A | Figure Skating |  |
| 0x110B | Fly Fishing |  |
| 0x110C | Football |  |
| 0x110D | Freshwater Fishing |  |
| 0x110E | Game & Fish |  |
| 0x110F | Golf |  |
| 0x1110 | Horse Racing |  |
| 0x1111 | Horses |  |
| 0x1112 | Hunting/Shooting |  |
| 0x1113 | Inline Skating |  |
| 0x1114 | Martial Arts |  |
| 0x1115 | Mountain Biking |  |
| 0x1116 | NASCAR Racing |  |
| 0x1117 | Olympics |  |
| 0x1118 | Paintball |  |
| 0x1119 | Power & Motorcycles |  |
| 0x111A | Pro Basketball |  |
| 0x111B | Pro Ice Hockey |  |
| 0x111C | Rodeo |  |
| 0x111D | Rugby |  |
| 0x111E | Running/Jogging |  |
| 0x111F | Sailing |  |
| 0x1120 | Saltwater Fishing |  |
| 0x1121 | Scuba Diving |  |
| 0x1122 | Skateboarding |  |
| 0x1123 | Skiing |  |
| 0x1124 | Snowboarding |  |
| 0x1125 | Surfing/Body- Boarding |  |
| 0x1126 | Swimming |  |
| 0x1127 | Table Tennis/Ping-Pong |  |
| 0x1128 | Tennis |  |
| 0x1129 | Volleyball |  |
| 0x112A | Walking |  |
| 0x112B | Waterski/Wakeboard |  |
| 0x112C | World Soccer |  |
| 0x1200 | Style & Fashion | 风格时尚 |
| 0x1201 | Beauty |  |
| 0x1202 | Body Art |  |
| 0x1203 | Fashion |  |
| 0x1204 | Jewelry |  |
| 0x1205 | Clothing |  |
| 0x1206 | Accessories |  |
| 0x1300 | Technology & Computing | 技术与计算 |
| 0x1301 | Technology & Computing |  |
| 0x1302 | 3-D Graphics |  |
| 0x1303 | Animation |  |
| 0x1304 | Antivirus Software |  |
| 0x1305 | C/C++ |  |
| 0x1306 | Cameras & Camcorders |  |
| 0x1307 | Cell Phones |  |
| 0x1308 | Computer Certification |  |
| 0x1309 | Computer Networking |  |
| 0x130A | Computer Peripherals |  |
| 0x130B | Computer Reviews |  |
| 0x130C | Data Centers |  |
| 0x130D | Databases |  |
| 0x130E | Desktop Publishing |  |
| 0x130F | Desktop Video |  |
| 0x1310 | Email |  |
| 0x1311 | Graphics Software |  |
| 0x1312 | Home Video/DVD |  |
| 0x1313 | Java |  |
| 0x1314 | JavaScript |  |
| 0x1315 | Mac Support |  |
| 0x1316 | MP3/MIDI |  |
| 0x1317 | Net Conferencing |  |
| 0x1318 | Net for Beginners |  |
| 0x1319 | Network Security |  |
| 0x131A | Palmtops/PDAs |  |
| 0x131B | PC Support |  |
| 0x131C | Portable |  |
| 0x131D | Entertainment |  |
| 0x131E | Shareware/Freeware |  |
| 0x131F | Unix |  |
| 0x1320 | Visual Basic |  |
| 0x1321 | Web Clip Art |  |
| 0x1322 | Web Design/HTML |  |
| 0x1323 | Web Search |  |
| 0x1324 | Windows |  |
| 0x1400 | Travel | 旅行 |
| 0x1401 | Adventure Travel |  |
| 0x1402 | Africa |  |
| 0x1403 | Air Travel |  |
| 0x1404 | Australia & New Zealand |  |
| 0x1405 | Bed & Breakfasts |  |
| 0x1406 | Budget Travel |  |
| 0x1407 | Business Travel |  |
| 0x1408 | By US Locale |  |
| 0x1409 | Camping |  |
| 0x140A | Canada |  |
| 0x140B | Caribbean |  |
| 0x140C | Cruises |  |
| 0x140D | Eastern Europe |  |
| 0x140E | Europe |  |
| 0x140F | France |  |
| 0x1410 | Greece |  |
| 0x1411 | Honeymoons/Getaways |  |
| 0x1412 | Hotels |  |
| 0x1413 | Italy |  |
| 0x1414 | Japan |  |
| 0x1415 | Mexico & Central America |  |
| 0x1416 | National Parks |  |
| 0x1417 | South America |  |
| 0x1418 | Spas |  |
| 0x1419 | Theme Parks |  |
| 0x141A | Traveling with Kids |  |
| 0x141B | United Kingdom |  |
| 0x1500 | Real Estate | 房地产 |
| 0x1501 | Apartments |  |
| 0x1502 | Architects |  |
| 0x1503 | Buying/Selling Homes |  |
| 0x1600 | Shopping | 购物 |
| 0x1601 | Contests & Freebies |  |
| 0x1602 | Couponing |  |
| 0x1603 | Comparison |  |
| 0x1604 | Engines |  |
| 0x1700 | Religion & Spirituality | 宗教与精神生活 |
| 0x1701 | Alternative Religions |  |
| 0x1702 | Atheism/Agnosticism |  |
| 0x1703 | Buddhism |  |
| 0x1704 | Catholicism |  |
| 0x1705 | Christianity |  |
| 0x1706 | Hinduism |  |
| 0x1707 | Islam |  |
| 0x1708 | Judaism |  |
| 0x1709 | Latter-Day Saints |  |
| 0x170A | Pagan /Wiccan |  |
| 0x1800 | Uncategorized | 未分类 |
| 0x1900 | Non-Standard Content | 非标准内容 |
| 0x1901 | Unmoderated UGC |  |
| 0x1902 | Extreme Graphic/Explicit Violence |  |
| 0x1903 | Pornography |  |
| 0x1904 | Profane Content |  |
| 0x1905 | Hate Content |  |
| 0x1906 | Under Construction |  |
| 0x1907 | Incentivized |  |
| 0x1A00 | Illegal Content | 非法内容 |
| 0x1A01 | Illegal Content |  |
| 0x1A02 | Warez |  |
| 0x1A03 | Spyware/Malware |  |
| 0x1A04 | Copyright Infringement |  |

## 8.3 Imptype

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | Banner |
| 2 | Video |
| 3 | Native |

## 8.4 Assettype

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | Title |
| 2 | Image |
| 3 | Data |

## 8.5 Didtype/Dpidtype

### 8.1.1 Didtype

|  |  |  |
| --- | --- | --- |
| 取值（int） | ID类型 | 哈希算法 |
| 0x0 | 未知 | 未知 |
| 0x10 | IMEI | 无 |
| 0x11 | IMEI | SHA1 |
| 0x12 | IMEI | MD5 |
| 0x20 | MAC | 无 |
| 0x21 | MAC | SHA1 |
| 0x22 | MAC | MD5 |
| 0xFF | OTHER | 其他 |

### 8.5.2 Dpidtype

|  |  |  |
| --- | --- | --- |
| 取值（int） | ID类型 | 哈希算法 |
| 0x0 | 未知 | 未知 |
| 0x60 | ANDROIDID | 无 |
| 0x61 | ANDROIDID | SHA1 |
| 0x62 | ANDROIDID | MD5 |
| 0x70 | IDFA | 无 |
| 0x71 | IDFA | SHA1 |
| 0x72 | IDFA | MD5 |
| 0xFF | OTHER | 其他 |

## 8.6 Carrier运营商

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | China Mobile |
| 2 | China Unicom |
| 3 | China Telecom |

## 8.7 Connectiontype连接类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | Wifi网络 |
| 2 | 蜂窝数据网络-未知 |
| 3 | 蜂窝数据网络-2G |
| 4 | 蜂窝数据网络-3G |
| 5 | 蜂窝数据网络-4G |
| 6 | 蜂窝数据网络-5G |

## 8.8 Devicetype设备类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | Phone |
| 2 | Tablet |
| 3 | TV |

## 8.9 Ctype点击类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | 打开网页 |
| 2 | 下载App |
| 3 | 到AppStore下载App |

## 8.10 Type广告创意类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | 文字链接广告 |
| 2 | 图片广告 |
| 3 | GIF广告 |
| 4 | HTML5广告 |
| 5 | MRAID v2.0广告 |
| 6 | 视频广告 |
| 7 | Flash广告 |
| 8 | 下载App |
| 9 | 信息流 |

## 8.11 Ftype广告创意文件类型

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 取值（int） | 物料类型 | 对应文件类型 | MIME | 备注 |
| 0 | 未知 | 未知 | 未知 | 未知 |
| 0x11 | png | \*.png | image/png | PNG图片 |
| 0x12 | jpg | \*.jpg/\*.jpeg | image/jpeg | JPG或JPEG图片 |
| 0x13 | gif | \*.gif | image/gif | GIF图片 |
| 0x21 | flv | \*.flv | video/x-flv | FLV视频 |
| 0x22 | mp4 | \*.mp4 | video/mp4 | MP4视频 |

## 8.12 Attr广告属性

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | Audio Ad(Auto-Play) |
| 2 | Audio Ad(User Initiated) |
| 3 | Expandable(Automatic) |
| 4 | Expandable(User Initiated-Click) |
| 5 | Expandable(User Initiated-Rollover) |
| 6 | In-Banner Video Ad(Auto-Play) |
| 7 | In-Banner Video Ad(User Initiated) |
| 8 | Pop(e.g., Over, Under, or Upon Exit) |
| 9 | Provocative or Suggestive Imagery |
| 10 | Shaky, Flashing, Flickering, Extreme Animation, Smileys |
| 11 | Surveys |
| 12 | Text Only |
| 13 | User Interactive(e.g., Embedded Games) |
| 14 | Windows Dialog or Alert Style |
| 15 | Has Audio On. Off Button |
| 16 | Ad Can be Skipped(e.g., Skip Button on Pre-Roll Video |

## 8.13 OS 操作系统类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | iOS |
| 2 | Android |
| 3 | Windows |

## 8.14 Video广告位类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | 页面广告 |
| 2 | 拉幕广告 |
| 3 | 前贴片广告 |
| 4 | 中贴片广告 |
| 5 | 后贴片广告 |
| 6 | 暂停广告 |
| 7 | 浮层广告 |

## 8.15 视频格式类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | video/x-ms-wmv |
| 2 | video/x-flv |
| 3 | video/mp4 |
| 4 | application/x-shockwave-flash |

## 8.16 图片格式类型

|  |  |
| --- | --- |
| 取值（int） | 描述 |
| 0 | 未知 |
| 1 | Jpg |
| 2 | Jpeg |
| 3 | Png |
| 4 | Gif |