Hello InMobi DSP Partners,

With the iOS 9 release last September, Apple recommended implementing HTTPS for all connections. All major supply partners including InMobi has adopted support for only HTTPS connections from iOS 9 onwards and expects that the demand partners migrate to support HTTPS connections as well.

**Background**

Apple introduced [App Transport Security (ATS)](https://developer.apple.com/library/ios/documentation/General/Reference/InfoPlistKeyReference/Articles/CocoaKeys.html) in iOS9 and OS X El Capitan. From then on, *NSURLSession* and *NSURLConnection* by default disallow HTTP connections and connections that uses TLS version less than 1.2. ATS also puts restrictions on the TLS Version, cipher suites, certificate key sizes, etc.

To support this change, InMobi released a new SDK in last September, timed with Apple’s iOS 9 release and supports ATS enabled demand partners only on iOS9+. We have also put creative validation checks in place, wherein if there are any violations, the bids are not accepted. Also we had added a ***“secure”*** flag to our bid request object, so you can know that this request needs secure ads only (apart from the “OS” and “OS version”).

**What do you need to do?**

In order to ensure no business opportunity loss and gain access to all ATS enabled supply, you need to ensure,

• SSL support (in accordance with ATS specifications) for all standard ads/creative assets

• SSL support (in accordance with ATS specifications) for all Rich Media tags

• SSL support (in accordance with ATS specifications) for all tracking and beacon URLs

• The **“secure”** flag in the bid request object should be honored. If the **“secure”** flag **returns 1** (denoting that the request is secure and ATS enabled), ALL URLs returned must be compliant with [Apple’s ATS specifications](https://developer.apple.com/library/ios/documentation/General/Reference/InfoPlistKeyReference/Articles/CocoaKeys.html)

Do let us know if you have any questions or need any assistance with the above ecosystem changes, so that we can minimize impact to our revenue streams.