

*** Publishers must be able to get a list of key-values from Prebid.js that they will add to their Primary ad server's ad request URL**

— Why is this a requirement?

- **Prebid.js must make sure that demand partners return a exactly one IAB category on each bid response.**
 - best to make it clear that this is IAB content category
 - many advertisers fit 1+ categories, is the requirement here to reject any such bids?
- **Prebid.js must provide a module for converting IAB category to FreeWheel Industry Group.**
 - again, IAB content category. Instead of a module, we could call it mapping. Is this 1-1 or 1 - many?

In Phase 1, We are using FreeWheel as Ad Server

- the architecture would be the same irrespective of ad servers, ie, should be Ad Server agnostic

3\ Send targeting kv pairs to Freewheel SDK.

```
[  
  {  
    hb_pb_industry_duration: 10.00_airline_15s,  
  },  
  {  
    hb_pb_industry_duration: 15.00_retail_30s,  
  }  
]
```

- is this lab category in the kv pairs? then it should use the naming scheme IAB-x (instead of airline). Also please note that there are secondary, tertiary categories, such as

Automotive	Auto Body Styles	SUV
------------	------------------	-----

Are these freewheel categories?

5. Freewheel Adserver selects the creatives and sends back to FreeWheel SDK.

- is it selected based on competitive exclusion requirements?

6. FreeWheel SDK's VAST translator will make a request to Prebid Cache Endpoint and get the VAST XML.

https://prebid.adnxs.com/pbc/v1/cache?uuid=10.00_airline_15s_123

— is the uuid not good enough?

AdUnit Definition

— IAB came up with param names for this in VAST 4.1 ; perhaps its better to standardize around those param names so that all of us speak the same language?

adUnit.mediaTypes.video.context

- how does longform vs short clips matter

— is there a concept of mid roll vs pre roll here? if not, why?