

[EXTERNAL EXPORT][Native] Processing of Event Trackers

Background

Supporting event trackers is a controversial thing, mainly because the OpenRTB is dedicated to s2s calls and it doesn't take into account the c2s communications.

The SDK's policy should **provide transparency** and should **restrict the fraud capabilities**.

It means that SDK should provide API for requesting native event trackers but limit their usage by publishers. It means that SDK should filter received objects in order to hide impressions and measurement tags from the publisher.

Policy

The SDK utilizes the native event trackers according to the following rules:

- SDK allows the publisher to request only Exchange Specific events
- SDK exposes to the publisher all Exchange Specific events except the internal ones (OMID)
- SDK manages default impression and viewability related events:
 - impression
 - viewable-mrc50
 - viewable-video100
 - viewable-video50
- SDK does not allow to request and does not expose these custom events:
 - OMID event

Exceptions

Native Styles Ad is still able to request any kind of event and SDK still does not expose IAB's events to the publisher. The support of event trackers should be implemented in the creative's code, preferably, in the ad.