Vpon In-Stream Video Product

Publisher Integration Guideline

Table of Contents

Integration Guide

Fundamental

Vpon video integration allows developers to request and track VAST video ads directly via API. If you do not have an account for video integration yet, please contact with Vpon BD.

Create a Video Tag

A video tag is a URL used to request video ads, including information about the video ad and client device as query string parameters. For definitions of all the supported parameters, please refer to Ad Request Parameters.

Sample Request

```
https://{ad request URL given by Vpon}/mob?
id={ID given By Vpon}&
format=vast3&
size=640x360&
appid=com.example.helloworld
```

Get an Ad Response

You'll get a video response with a VAST data structure when you specify that the 'format' is 'vast3'. Please

refer to the IAB's [VAST 3.0 Guidelines](#) for more details.

Ad Request Parameters

Please use the following parameters to create video tags:

Note: Several of these parameters need to be URL encoded. For more information about URL encoding, see this [Wikipedia article](#).

Parameter	Type	Required	Description	Example
Request Related				
id	string	Yes	The unique ID of the placement where the ad will serve.	V16Iy575550swQ0f9e
size	string	Required for interstitial and video ads	The requested banner size, the screen size for interstitial ads, or the size of the video player.	320x50
ua	string	Recommended	The user agent string associated with the device requesting an ad. If specified, this value will be used rather than the standard user agent sent via HTTP header. This should be URL encoded.	URL-encoded example: Mozilla%2F5.0%20(Windows%20NT%206.1%3B%20Win64%3B%20x64%3B%20rv%3A47.0)%20G

Parameter	Type	Required	Description	Example
				ecko%2F20100101%20Firefox%2F47.0 Non-encoded example: Mozilla/5.0 (Windows NT 6.1; Win64; x64; rv:47.0) Gecko/20100101 Firefox/47.0
url	string	Required for web pages	The URL of the web page which the ad will be placed. This should only be sent for a web browser. This should be URL encoded. If it's not specified, the URL passed via HTTP headers will be used.	URL-encoded example: http%3A%2F%2Fwww.vpon.com Non-encoded example: http://www.vpon.com
format	string	No	Response format, supported values are json (default), vast3 (for vast 3.0 video placement).	vast3
ip	string	No	IP address of the device making the ad request. If it's not specified, the IP passed via HTTP headers will be used for geo detection instead.	207.237.150.246
language	string	No	The device's language, specified with an ISO Language Code.	it ita

Parameter	Type	Required	Description	Example
st	string	No	The supply type of the inventory, which indicates the environment in which an ad will be shown. Allowed values are "mobile_app", "mobile_web", or "web". Defaults to "mobile_app".	mobile_app
max_size	string	No	The maximum banner size allowed.	320x50
cat	string	No	Universal category.	IAB13,IAB21-1
vnd_cat	string	No	Custom categories (vendor).	3,24,55
vnd_tag	string	No	Custom tags (vendor).	2,5,10
desc_url	string	No	The value is the page that houses the video player or the page with text that describes the video. This should be URL encoded.	URL-encoded example: http%3A%2F%2Fwww.vpon.com

Non-encoded example: http://www.vpon.com |
| vpos | string | No | The value is the point of the ad request is being sent from for video ads. Allowed values are "pre-roll", "mid-roll", or "post-roll". | pre-roll |

Parameter	Type	Required	Description	Example
Device Related				
os	string	No	The operating system of the device. For mobile apps, this is usually provided by the user agent.	Android
osv	string	No	The operating system version of the device. For mobile apps, this is usually provided by the user agent.	4.0.2
orientation	string	No	Device screen orientation during the ad request. Allowed values are "v" or "h".	v
devmake	string	No	Manufacturer of the device requesting an ad.	Apple
devmodel	string	No	Model of the device requesting an ad	iPhone7,2
devtime	int	No	The time on the device, measured in seconds since the epoch, or UNIX Time.	1520411940
devtz	string	No	The device's time zone.	Asia/Taipei
pxratio	float	No	The ratio of physical pixels to device independent pixels.	2

Parameter	Type	Required	Description	Example
dnt	boolean	No	If true, the user has set the system-level preference to not receive behaviorally targeted ads. Allowed values are true, false, 1, or 0.	false
Connection Related				
connection_type	string	No	The type of network used by the device. Allowed values are "wifi" or "wan".	wifi
mcc	int	No	The Mobile Country Code as specified by the ITU.	466
mnc	int	No	The Mobile Network Code as specified by the ITU.	92
APP Related				
appid	string	Required for apps	This string is used to identify a mobile app running on Android or iOS devices. On Android, this is the app's package name. On iOS, this is the app's iTunes ID. Many buyers set campaign targeting and reporting based on appid. Failing to supply a correct appid will make your inventory unattractive to these buyers.	Android: com.example.helloworld iOS: 123456789

Parameter	Type	Required	Description	Example
User Sensitive Info Related				
rdidtype rdid	string string	No No	rdidtype is the advertising identifier type. Allowed values are "idfa" or "aaid". rdid is the advertising identifier value that matches with rdidtype.	idfa 6D92078A-8246-4BA4-AE5B-76104861E7DC
ppid	string	No	Allow publishers to send an identifier for use in frequency capping across devices. The value must be composed of alphanumeric characters.	
udid	string	No	The raw ANDROID_ID. This should only be sent for Android devices.	9774d56d682e549c
md5udid	string	No	The MD5 hash of the ANDROID_ID. This should only be sent for Android devices.	
sha1udid	string	No	The SHA1 hash of the ANDROID_ID. This should only be sent for Android devices.	
idfa	string	No	The Apple advertising identifier for iOS devices running iOS 6+.	6D92078A-8246-4BA4-AE5B-76104861E7DC

Parameter	Type	Required	Description	Example
aaid	string	No	The Google advertising identifier for Android devices as retrieved from Google Play services.	6d92078a-8246-4ba4-ae5b-76104861e7dc
loc	string	No	The user's location expressed in latitude and longitude, in the format: snnn.ddddddddddddd,snnn.ddddddddddddd. Up to 13 decimal places of precision are allowed.	25.037665,121.564600
loc_age	int	No	Age of the location data in milliseconds.	100
loc_prec	int	No	Precision of the location data in meters.	30
carrier	string	No	Name of the mobile carrier. This is optional because our system can usually deduce the carrier from the device's IP address.	

Ad Response

The ad response type is based on the parameter 'format' in Ad Request Parameters. We support 'vast3' and 'json' types.

format=vast3

Please refer to the IAB's VAST 3.0 Guidelines for more details.

format=json

```
{
    "status": "ok",
    "ads": [
        {
        "type": "vast3",
        "width": 320,
        "height": 120,
        "content": "<VAST version="3.0">...vast3 xml here...</VAST>"
        }
    ]
}
```

Response Object

Field	Type	Description
status	string	One of "ok", "no_bid" or "error"; "ok" indicates there're ads in the response, "no_bid" indicates no one has bid on this opportunity.
ads	array	Array of ad objects.
errorMessage	string	Error message of status is "error".

Ad Object

Field	Type	Description
type	string	One of "banner", "interstitial", or "vast3".
width	int	Width of the creative.
height	int	Height of the creative.
content	string	Html snippet for "banner" and "interstitial", or vast 3.0 xml for "vast3".