

Proposal: Video Placement Definition Update to AdCOM

This proposal has been pushed to production with slight changes to values listed below. Users can review the changes [here](#).

Executive Summary

Current [video.placement definitions](#) are too vague, especially after the 2022 updates to [Ad Format Guidelines for Video and CTV](#). We need to be more prescriptive; particularly pertaining to usage of video.placement=1 (in-stream video)

Business Problem

Outstream video is widely mis-marked as in-stream by publishers and exchanges. Sellers and exchanges use placement=1 instead of 2, 3, 4 or 5 in the [current list of video placement types](#). As a result, Advertisers' intention to run on true in-stream video placements may not be met. We would also like to be able to better discern the value between various other types of video advertising placements.

The current definition of in-stream is for video ads "played before, during, or after the streaming video content that the consumer has requested." There is no objective way to measure

consumer intent. Additionally, it will be necessary to signal high-value video inventory that does not meet the in-stream requirement.

We propose updating this definition to align with the latest [Ad Format Guidelines for Video and CTV, August 2022](#). This document defines in-stream as:

- 1) must be set to “sound on” by default at start. Sound-On must be signaled in the field for Playback Method (Section 5.10). Values of 1, 3, 4 and 5 all qualify.
- 2) The video or in-app streaming content is the focus of the user's visit

Further, we'd like to take this opportunity to clarify the additional placement values.

Specific Project Requirements

Proposed Final Draft: values to be added to AdCOM List: Placement Subtype - Video (see migration path for more details on plan for values 1-5)

6	Instream	Pre-roll, mid-roll, and post-roll ads that are played before, during or after the streaming video content that the consumer has requested. Instream video must be set to “sound on” by default at player start, or have explicitly clear user intent to watch the video content. While there may be other accompanying content, the video content must be the focus of the user’s visit. It should remain the primary content on the page and the only video player in-view when playing. If the player converts to floating/sticky subsequent ad calls should accurately convey the updated player size.
7	Accompanying Content	Pre-roll, mid-roll, and post-roll ads that are played before, during, or after streaming video content. The video player loads and plays before, between, or after paragraphs of text or graphical content, and starts playing only when it enters the viewport. Accompanying content should only start playback upon entering the viewport. It may convert to a floating/sticky player as it scrolls off the page.
8	Interstitial	Video ads that are played without video content. During playback, it must be the primary focus of the page and take up the majority of the viewport and cannot be scrolled out of view. This can be in placements like in-app video or slideshows.
9	No Content/ Standalone	Video ads that are played without streaming video content. This can be in placements like slideshows, native feeds, in-content or sticky/floating.

Impact of updated definitions:

A key goal of the redefinition of these values is to better define what an Instream video player is. Above all else, the non-technical definition of an Instream video placement is one where the user truly intended to watch video content. Any one of the following examples should be considered Instream:

- Any player where the user had to click-to-play (whether a mouse click, screen tap or remote button push)

- When a user is explicitly searching for a video and clicks to a page that contains a video player
- All CTV/OTT video players

Any other use case where the opportunity is alongside associated video content as a pre-roll, mid-roll or post-roll should be declared as “Accompanying Content”

Non-functional requirements

1. Once approved there will be a 30-day public comment period so the wider industry is able to provide feedback.
 - a. There will be an accompanying blog post by IAB Tech Lab and promoted via social media channels (primarily LinkedIn and Twitter)
 - b. Email and Slack communication to Programmatic Supply Chain and Advanced TV working groups
2. Implementation guide with clear examples provided by working group members
3. Alignment with standards laid out by the Video working group in the [Ad Format Guidelines-DT-CTV](#)

Out of scope

With the convergence of video advertising across screens, so comes the desire to target video advertising more efficiently and with more granularly. The Tech Lab made a big leap towards video ad support in OpenRTB in 2022 with 2.6 and Pod Bidding. We expect 2023 to continue the trend, evolving our current standards to fit the needs of the changes in video advertising. While not exhaustive, a few additional attributes being contemplated by the working group within the vein of placement type include:

1. Future signals being contemplated
 - a. [Float attribute](#)
 - b. [Contextual relevance](#)
 - c. Update to live streaming attribute
 - d. Ratio of content to ads
2. Technographics should be used to determine CTV environments and are not in scope for this update

Upgrade path

While the proposal may not signal a breaking change from a technical perspective there is a significant impact from a business perspective. We want to incentivize publishers to adopt the new values, but with the understanding that each SSP and DSP will adopt the new definitions into their platform at different times. That means that the best path forward incentivizes early adoption but doesn't punish publishers using the new values, especially if some of their demand partners are still using legacy values.

For this reason we propose a new attribute in the video object specifically for the new values. We propose the addition of video.plcmnt attribute.

The primary benefits of this path:

1. Publishers can start sending the new values in the new attribute as soon as possible without having to track which demand partner is ready for the new signals.
2. Publishers won't be punished for sending the new signals by demand partners that are still using the legacy values. The values in the new attribute will simply gracefully fail if the DSP is not reading them.
 - If video.plcmnt is not available, video.placement value will become the fallback
3. DSPs will have a way to flag that a publisher has reviewed the updated definitions and decided the appropriate bucket for their video inventory.
 - If we changed the definition of 1, there would be no way to determine if a publisher was using the "new" definition of 1 versus the "old" definition of 1
4. It will give buyers and sellers time to fully migrate to the newly proposed numbers (expected 6-9 months).
 - In the interim, early adopting sellers may choose to send both the legacy ids (for DSPs yet to migrate) and new numbers (for early adopting DSPs)

Attribute	Type	Description
plcmnt	integer	Video placement type for the impression. Refer to value 6 and over in List: Placement Subtypes - Video in AdCOM 1.0.

Note that the description is the same as video.placement in the current RTB spec.

- An ext for the new values was considered, however the concern is that the new field used will be the permanent replacement and we don't want to create a path in which adoption requires first ext adoption and then later a migration back to the main spec

Proposed deprecation of the video.placement field in 2024, along with deprecation of the values 1-5 in the AdCOM List: Placement Subtypes - Video. That is not to say that buyers and sellers should not start using video.plcmnt before then, but understand that specific partners may have varying timelines.

Working Group

Programmatic Supply Chain Working Group with consultation with the Advanced Television Working Group

Working Group Approval

Meeting Date which project proposal was reviewed.

If it came to a vote - note the votes by company for record

Project Timeline

To be completed by WGO upon project approval. Proposed project timeline based on when the solution may be needed in market.

Step	Week of	Week of	Week of	Week of	Week of	Week of	Week of
Proposal s/Discuss ion	Oct-18 2022						
Revision							
Decision		Feb-17 2023					
Public Comment Release			27-Feb 2023 (planned)				