



BOLD COLLECTIVE

■ INTEGRATION REFERENCE

Audio VAST tag parameters.

Every parameter on the HBX audio VAST endpoint — what it carries, where it maps in OpenRTB, and how much it matters. **Four priority tiers, 85 parameters.**

8

Critical

19

High

36

Medium

22

Optional



One URL. Everything hangs off it.

```
https://hbx.boldcollective.co/vast/<TAG_ID>?[parameters]
```

Parameters are appended as standard query string pairs and must be URL encoded. **One of sitedomain or appbundle must be present** on every request — the exchange uses it to resolve the publisher.

Minimum viable

- The **8 CRITICAL parameters** only
- Returns bids, but at reduced density
- For a first integration test, not production

Recommended

- **CRITICAL + HIGH** — 27 parameters
- Covers consent, privacy and publisher identity
- Where most partners run

Full

- **All 85** where values exist
- Best targeting and reporting granularity
- Pass empty rather than fabricated values

Required on every request.

A missing value here will cost you fill.

PARAMETER	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
ip	device.ip	User's IPv4 address	192.168.1.1
ua	device.ua	User agent string (URL encoded)	Mozilla/5.0 (iPhone; CPU iPhone0 S15_0...)
deviceid	device.ifa	Device advertising identifier (IFA/IDFA/AID)	123e4567-e89b-12d3-a456-426614174000
country	device.geo.country	ISO 3166-1 alpha-3 country code	USA
appbundle	app.bundle	App bundle identifier	com.example.radioapp
sitedomain	site.domain	Root Domain of the Site	nbcnews.com
contenturl	app.content.urlorsite.content.url	Content stream URL	<https://stream.example.com/live>
schain	source.ext.schain	Serialized supply chain object (sellers.json)	1.0,1!exchange.com,12345,1,...

Strongly recommended.

Their absence measurably reduces bid density.

PARAMETER	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
gdpr	regs.ext.gdprorregs.gdpr	GDPR applies flag (0 or 1)	0
consent	user.ext.consent	IAB TCF consent string (requiredif gdpr=1)	CPc...
usprivacy	regs.ext.us_privacy	US Privacy (CCPA) string	1YNN
model	device.model	Device model	iPhone12
publisherid	app.publisher.idorsite.publisher.id	Publisher ID	311205
contentgenre	app.content.genreorsite.content.genre	Primary content genre	Rock
feed	imp[0].audio.feed	Audio feed type	2
mimes	imp[0].audio.mimes	Supported MIME types (comma-separated)	audio/mp4,audio/mpeg
mindur	imp[0].audio.minduration	Minimum ad durationin seconds	5
maxdur	imp[0].audio.maxduration	Maximum ad durationin seconds	30
dnt	device.dnt	Do Not Track flag	0 or 1
lmt	device.lmt	Limit Ad Tracking	0 1 or
os	device.os	Operating system	iOS
contentlivestream	app.content.livestream	Live stream flag	1
coppa	regs.coppa	COPPA flag (Children's Online Privacy Protection Act)	0 1 or
publisherdomain	app.publisher.domainorsite.publisher.domain	Publisher domain	examplemedia.com
invpartnerdomain	app.ext.inventorypartnerdomainorsite.ext.inventorypartnerdomain	Inventory partner domain	partner.com
deviceheight	device.h	Device heightin pixels	1920
devicewidth	device.w	Device widthin pixels	1080

Better targeting and reporting.

Populate wherever the value exists upstream.

PARAMETER	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
stitched	imp[0].audio.sti	Ad stitched into stream	1
nvol	imp[0].audio.nvol	Volume normalization mode	2
startdelay	imp[0].audio.startdelay	Start delay / ad position	0
protocols	imp[0].audio.protocols	Supported audio protocols (comma- separated)	2,3,5,6
battr	imp[0].audio.battr	Blocked creative attributes (comma- separated)	1,2,3
api	imp[0].audio.api	Supported API frameworks (comma- separated)	1,2
appname	app.name	Application name	ExampleRadioApp
appdomain	app.domain	App domain	example.com
appid	app.id	App ID	12345
ipv6	device.ipv6	Device IPv6 address	2001:db8::1
devicetype	device.devicetype	Device type	1
make	device.make	Device manufacturer	Apple
osv	device.osv	OS version	15
carrier	device.carrier	Mobile carrier	Verizon
ifatype	device.ext.ifatype	IFA type	dpid or idfa or aaid
contentepisode	app.content.episodeorsite.c ontent.episode	Episode number	5
contenttitle	app.content.titleorsite.con tent.title	Content title	MorningShowEpisode42
contentseries	Seriesname	Morning Show	

Better targeting and reporting.

Populate wherever the value exists upstream.

PARAMETER	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
contentartist	Artist/performer	John Doe	
contentcat	Contentcategories (comma-separated IAB codes)	IAB1-7, IAB1-5	
contentcontext	Contentcontext	1	1=Video, 2=Game, 3=Music, 7=Audio
contentrating	Contentrating	TV-PG	
contentkeywords	Contentkeywords (comma-separated)	news, politics, breaking	
contentdur	Contentduration	3600	Default: 3600
networkdomain	Networkdomain	nbc.com	
channel	Channelname	NBC News	
channeldomain	app.content.channel.domain rsite.content.channel.domain	Channel domain	nbcnews.com
fd	source.fd	Final destination flag	1
tid	source.tid	Transaction ID	trans-123
pchain	source.pchain	Payment chain	pubmatic.com:12345
region	device.geo.region	Region/state code	NY
metro	device.geo.metro	Metro area code	501
tagid	imp[0].tagid	Tag/placement ID	placement-123
ssai	imp[0].ssai	Server-side ad insertion flag	1
rwdd	imp[0].rwdd	Rewarded ad flag	1
userid	user.id	User ID	user123

Pass when you have them.

Useful for specific formats and environments.

PARAMETER	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
minbitrate	imp[0].audio.minbitrate	Minimum bitrate in kbps	64
maxbitrate	imp[0].audio.maxbitrate	Maximum bitrate in kbps	128
maxextended	imp[0].audio.maxextended	Max extended duration	30
delivery	imp[0].audio.delivery	Delivery methods (comma- separated)	1,2
sequence	imp[0].audio.sequence	Sequence number (for multi- impression requests)	1
appver	app.ver	App version	1.2.3
publishername	app.publisher.nameorsite.publisher.name	Publisher name	ExampleMediaCorp
publishercat	app.publisher.catsite.pub	Publisher categories (comma- separated)	IAB1,IAB2
js	JavaScriptsupport	1	1 if supported, 0 otherwise
connectiontype	Connectiontype	2	0=Unknown,2=WiFi,3=Cellular
contentseason	Seasonidentifier	Season 2	
productionquality	Productionquality	3	
userrating	Userrating	8.5	
qagmediarating	QAGmediarating	2	
producerid	ProducerID	prod123	
producerdomain	Producerdomain	nbcuni.c om	
displaymanagerver	Displaymanagerversion	1	SDKversion
impmultiply	imp[0].ext.dooh.impmultiply	Impression multiplier	1000
venueid	device.ext.dooh.venueid	Venue ID	venue123
venuetypeid	device.ext.dooh.venuetypeid	Venue type ID	5
userkeywords	user.keywords	User keywords (comma- separated)	sports,tech,news
companionad	imp[0].audio.companionad	Companion ad support	1

The numbers that mean something.

Several parameters take integer codes rather than free values. Passing the wrong one is worse than passing nothing.

CONTENTLIVESTREAM

1	Live stream
0	On-demand / VOD

STARTDELAY

0	Pre-roll — before content
-1	Generic mid-roll
-2	Generic post-roll
>0	Mid-roll at a specific second offset

STITCHED

1	Server-side stitched into the stream
0	Client-side insertion

FEED

1	Music service
2	FM or AM broadcast
3	Podcast

DELIVERY

1	Streaming
2	Progressive
3	Download

Integration **checklist.**

Work through this before pointing production traffic at the endpoint.

- | | |
|---|--|
| ☐ All CRITICAL parameters implemented and validated | ☐ stitched flag reflects actual insertion method |
| ☐ One of appbundle or sitedomain always populated | ☐ Location data populated where available |
| ☐ contenturl populated with the live stream or episode URL | ☐ Device and carrier data populated where available |
| ☐ Privacy parameters implemented (GDPR, US Privacy, COPPA, DNT, LMT) | ☐ Publisher data populated (publisherid, publisherdomain) |
| ☐ schain populated in valid sellers.json format | ☐ tmax set appropriately — 1000ms recommended |
| ☐ Content metadata populated where available | ☐ Duration bounds set (mindur, maxdur) |
| ☐ feed set correctly for the audio type | ☐ Tested against a live tag before production traffic |

■ PRIVACY & COMPLIANCE

- **GDPR** — if **gdpr=1**, consent must carry a valid IAB TCF string. HBX rejects requests missing it.
- **COPPA** — when **coppa=1**, omit user demographic data. Special protections apply.
- **US Privacy** — usprivacy follows the IAB US Privacy (CCPA) string format.
- **DNT and LMT** — pass through honestly. Do not zero them to lift fill.