



BOLD COLLECTIVE

■ INTEGRATION REFERENCE

Video VAST tag parameters.

Every parameter on the HBX video VAST endpoint — what it carries, where it maps in OpenRTB, and how much it matters. **Four priority tiers, 83 parameters.**

8

Critical

18

High

36

Medium

21

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. Macros in the **{{double brace}}** form are substituted by your ad server at request time. **appbundle is required for in-app inventory.**

Minimum viable

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

Recommended

- **CRITICAL + HIGH** — 26 parameters
- Covers consent, privacy and publisher identity
- Where most partners run

Full

- **All 83** 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	MACRO	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
ip	{{ip}}	device.ip	User's IPv4 address	192.168.1.1
ua	{{ua}}	device.ua	User agent string (URL encoded)	Mozilla/5.0(iPhone;CPUiP honeOS15_0...)
deviceid	{{deviceid}}	device.ifa	Device advertising identifier (IFA/IDFA/ AAID)	123e4567-e89b-12d3-a456- 426614174000
country	{{country}}	device.geo.country	ISO 3166-1 alpha-3 country code	USA
appbundle	{{appbundle}}	app.bundle	App bundle identifier	com.example.videoapp
schain	{{schain}}	source.ext.schain	Serialized supply chain object (sellers.json)	1.0,1!exchange.com,1234 5,1,...
ipv4	{{ipv4}}	device.ip	Device IPv4 address	192.168.1.1
tmax	{{tmax}}	tmax	Timeout in milliseconds	1000

Strongly recommended.

Their absence measurably reduces bid density.

PARAMETER	MACRO	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
gdpr	{{gdpr}}	regs.ext.gdpr regs.gdpr	GDPR applies flag (0 or 1)	0
consent	{{consent}}	user.ext.consent	IAB TCF consent string (required if gdpr=1)	CPC...
usprivacy	{{usprivacy}}	regs.ext.us_privacy	US Privacy (CCPA) string	1YNN
model	{{model}}	device.model	Device model	iPhone12
publisherid		{{publisherid}}	app.publisher	PublisherID
contentgenre	{{contentgenre}}	app.content.genre site.content.genre	Primary content genre	Action
placement	{{placement}}	imp[0].video.placement	Video placement type	1
mimes	{{mimes}}	imp[0].video.mimes	Supported MIME types (comma-separated)	video/mp4, video/webm
mindur	{{mindur}}	imp[0].video.minduration	Minimum ad duration in seconds	5
maxdur	{{maxdur}}	imp[0].video.maxduration	Maximum ad duration in seconds	30
dnt	{{dnt}}	device.dnt	Do Not Track flag	0 or 1
lmt	{{lmt}}	device.lmt	Limit Ad Tracking	0 or 1
os	{{os}}	device.os	Operating system	iOS
contentlivestream	{{contentlivestream}}	app.content.livestream site.content.livestream	Live stream flag	1
publisherdomain	{{publisherdomain}}	app.publisher.domain site.publisher.domain	Publisher domain	examplemedia.com
invpartnerdomain	{{invpartnerdomain}}	app.ext.inventorypartner domain	Inventory partner domain	partner.com
deviceheight	{{deviceheight}}	device.h	Device height in pixels	1920
devicewidth	{{devicewidth}}	device.w	Device width in pixels	1080

Better targeting and reporting.

Populate wherever the value exists upstream.

PARAMETER	MACRO	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
linearity	{{linearity}}	imp[0].video.linearity	Video linearity	1
skip	{{skip}}	imp[0].video.skip	Skippable flag	1
skipmin	{{skipmin}}	imp[0].video.skipmin	Minimum seconds before skip enabled	5
skipafter	{{skipafter}}	imp[0].video.s	Seconds after	5
playbackmethod	{{playbackmethod}}	imp[0].video.playbackmethod	Playback methods (comma-separated)	1,3
startdelay	{{startdelay}}	imp[0].video.startdelay	Start delay / ad position	0
appname	{{appname}}	app.name	Application name	ExampleVideoApp
appstoreurl	{{appstoreurl}}	app.storeurl	App store URL	<https://play.google.com/store/apps/details?
appcat	{{appcat}}	app.cat	App categories (comma-separated IAB codes)	IAB1, IAB2
appdomain	{{appdomain}}	app.domain	App domain	example.com
appid	{{appid}}	app.id	App ID	12345
ipv6	{{ipv6}}	device.ipv6	Device IPv6 address	2001:db8::1
devicetype	{{devicetype}}	device.devicetype	Device type	1
make	{{make}}	device.make	Device manufacturer	Apple
ifatype	{{ifatype}}	device.ext.ifatype	IFA type	dpid or idfa or aaaid
contentid	{{contentid}}	app.content.idorsite.content.id	Content ID	video123
contentepisode		{{contentepisode}}	app.content.ep	Episodenumber
contenttitle	{{contenttitle}}	app.content.titleorsite.content.title	Content title	BreakingNewsSpecial

Better targeting and reporting.

Populate wherever the value exists upstream.

PARAMETER	MACRO	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
contentseries	{{contentseries}}	app.content.seorriessite.content.series	Series name	EveningNews
contentcontext	{{contentcontext}}	app.content.contextorsite.content.context	Content context	1
contentrating	{{contentrating}}	app.content.contentratingorsite.content.contentrating	Content rating	TV-PG
contentkeywords	{{contentkeywords}}	app.content.keywordsorsite.content.keywords	Content keywords (comma-separated)	news,politics,breaking
contentdur	{{contentdur}}	app.content.lenorsite.content.len	Content duration	3600
networkdomain	{{networkdomain}}	app.content.network.domainorsite.content.network.domain	Network domain	nbc.com
channel	{{channel}}	app.content.channel.nameorsite.content.c	Channel name	NBCNews
channeldomain	{{channeldomain}}	app.content.channel.domainorsite.content.channel.domain	Channel domain	nbcnews.com
tid		N/A	source.tid	TransactionID
pchain	{{pchain}}	source.pchain	Payment chain	pubmatic.com:12345
region	{{region}}	device.geo.region	Region/state code	NY
metro	{{metro}}	device.geo.metro	Metro area code	501
tagid	{{tagid}}	imp[0].tagid	Tag/placement ID	placement-123
ssai	{{ssai}}	imp[0].ssai	Server-side ad insertion flag	1
rwdd		imp[0].rwdd	Rewarded ad flag	1
userid	{{userid}}	user.id	User ID	user123
pos	{{pos}}	imp[0].video.pos	Ad position on screen	1
companiontype	{{companiontype}}	imp[0].video.companiontype	Companion ad types (comma-separated)	1,2

Pass when you have them.

Useful for specific formats and environments.

PARAMETER	MACRO	OPENRTB SOURCE	DESCRIPTION	EXAMPLE
minbitrate	{{minbitrate}}	imp[0].video.minbitrate	Minimum bitrate in kbps	300
maxbitrate	{{maxbitrate}}	imp[0].video.maxbitrate	Maximum bitrate in kbps	1500
maxextended	{{maxextended}}	imp[0].video.maxextended	Max extended duration	30
delivery	{{delivery}}	imp[0].video.delivery	Delivery methods (comma-separated)	1,2
sequence	{{sequence}}	imp[0].video.sequence	Sequence number (for multi-impression requests)	1
boxingallowed	{{boxingallowed}}	imp[0].video.boxingallowed	Letterboxing allowed	1
appkeywords	{{appkeywords}}	app.keywords	App keywords (comma-separated)	video,streaming,entertainment
publishername	{{publishername}}	app.publisher.nameorsite.publisher.name	Publisher name	ExampleMediaCorp
publishercat	{{publishercat}}	app.publisher.categoriesorsite.publisher.cat	Publisher categories (comma-separated)	IAB1,IAB2
js	{{js}}	device.js	JavaScript support	1
connectiontype	{{connectiontype}}	device.connectiontype	Connection type	2
productionquality	{{productionquality}}	app.content.prodqorsite.content.prodq	Production quality	3
userrating	{{userrating}}	app.content.userratingorsite.content.userrating	User rating	8.5
qagmediarating	{{qagmediarating}}	app.content.qagmediaratingorsite.content.qagmediarating	QAG media rating	2
producerid	{{producerid}}	app.content.producer.idorsite.content.producer.id	Producer ID	prod123
producerdomain	{{producerdomain}}	app.content.producer.domainorsite.content.producer.domain	Producer domain	nbcuni.com
displaymanagerver	{{displaymanagerver}}	imp[0].displaymanagerver	Display manager version	1
impmultiply	{{impmultiply}}	imp[0].ext.dooh.impmultiply	Impression multiplier	1000
venueid	{{venueid}}	device.ext.dooh.venueid	Venue ID	venue123
venueypeid	{{venueypeid}}	device.ext.dooh.venueypeid	Venue type ID	5
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userkeywords	{{userkeywords}}	user.keywords	User keywords (comma-separated)	sports,tech,news

The numbers that mean something.

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

PLACEMENT

1	In-stream — pre-roll, mid-roll, post-roll
2	In-banner — video within a banner
3	In-article — video within article content
4	In-feed — video in a social feed
5	Interstitial, slider or floating

PLAYBACKMETHOD

1	Auto-play, sound on
2	Auto-play, sound off
3	Click to play
4	Mouse-over to play
5	Entering viewport, sound on
6	Entering viewport, sound off

STARTDELAY

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

LINEARITY

1	Linear / in-stream — the user must watch
2	Non-linear / overlay on content

SKIP

1	Skippable
0	Not skippable

Integration **checklist.**

Work through this before pointing production traffic at the endpoint.

- | | |
|---|--|
| ☐ All CRITICAL parameters implemented and validated | ☐ Device data populated where available |
| ☐ appbundle is always populated | ☐ Publisher data populated (publisherid, publisherdomain) |
| ☐ Video parameters populated from imp[0].video | ☐ tmax set appropriately — 1000ms recommended |
| ☐ Privacy parameters implemented (GDPR, US Privacy, COPPA, DNT, LMT) | ☐ Player dimensions populated |
| ☐ schain populated in valid sellers.json format | ☐ Playback method and linearity specified |
| ☐ Content metadata populated where available | ☐ Skip parameters set correctly |
| ☐ Location data populated where available | ☐ 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.