

## HBX Audio VAST Tag Parameters

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### VAST Tag URL Structure

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

### Parameter Breakdown

#### CRITICAL Parameters

These parameters are absolutely required for every request:

Parameter	OpenRTB Source	Description	Example	Notes
ip	device.ip	User's IPv4 address	192.168.1.1	
ua	device.ua	User agent string (URL encoded)	Mozilla/5.0 (iPhone; CPU iPhone OS 15_0...)	
deviceid	device.idfa	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	One of sitedomain or appbundle must be passed.
sitedomain	site.domain	Root Domain of the Site	nbcnews.com	One of sitedomain or appbundle must be passed.

contenturl	app.content.url or site.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,...	
ip	device.ip	Device IPv4 address	192.168.1.1	Same as ipv4
tmax	tmax	Timeout in milliseconds	1000	Max time for bid response

#### HIGH Priority Parameters

These parameters are strongly recommended for optimal performance:

Parameter	OpenRTB Source	Description	Example	Notes
gdpr	regs.ext.gdpr or regs.gdpr	GDPR applies flag (0 or 1)	0	
consent	user.ext.consent	IAB TCF consent string (required if gdpr=1)	CPc...	
usprivacy	regs.ext.us_privacy	US Privacy (CCPA) string	1YNN	
model	device.model	Device model	iPhone12	
publisherid	app.publisher.id or site.publisher.id	Publisher ID	311205	

contentgenre	app.content.genre or site.content.genre	Primary content genre	Rock	
lat	device.geo.lat	Latitude (6 decimal places)	40.7128	
lon	device.geo.lon	Longitude (6 decimal places)	-74.006	
zip	device.geo.zip	ZIP/postal code	10001	
feed	imp[0].audio.feed	Audio feed type	2	1=Music, 2=Broadcast/Radio, 3=Podcast
mimes	imp[0].audio.mimes	Supported MIME types (comma-separated)	audio/mp4,audio/mpeg	Dispatches to audio object
mindur	imp[0].audio.minimum	Minimum ad duration in seconds	5	Default: 1
maxdur	imp[0].audio.maximum	Maximum ad duration in seconds	30	Default: 120
dnt	device.dnt	Do Not Track flag	0 or 1	Required for privacy compliance
lmt	device.lmt	Limit Ad Tracking	0 or 1	iOS/Android tracking limit
os	device.os	Operating system	iOS	OS name
contentlivestream	app.content.live	Live stream flag	1	Critical for live audio

m	stream or site.con tent.liv estream			
coppa	regs.cop pa	COPPA flag (Children's Online Privacy Protection Act)	0 or 1	When 1, restrict user data
secure	imp[0].s ecure	Secure (HTTPS) flag	1	1=HTTPS required
publishe rdomain	app.publ isher.do main or site.pub lisher.d omain	Publisher domain	exampl edia.co m	
invpartn erdomai n	app.ext. inventor ypartner domain or site.ext .invento rypartne rdomain	Inventory partner domain	partner. com	
devicehe ight	device. h	Device height in pixels	1920	Screen height
devicewi dth	device. w	Device width in pixels	1080	Screen width

#### MEDIUM Priority Parameters

These parameters improve targeting and fill rates:

Parameter	OpenRTB Source	Description	Example	Notes
stitch ed	imp[0].a udio.sti	Ad stitched into stream	1	0=No, 1=Yes

	tched	flag		
nvol	imp[0].audio.normalization	Volume normalization mode	2	OpenRTB volume normalization enum
startdelay	imp[0].adstartdelay	Start delay / ad position	0	0=pre-roll, -1=mid-roll, -2=post-roll
protocols	imp[0].audio.protocols	Supported audio protocols (comma-separated)	2,3,5,6	OpenRTB protocol enums
battr	imp[0].audio.attributes	Blocked creative attributes (comma-separated)	1,2,3	OpenRTB creative attribute enums
api	imp[0].audio.frameworks	Supported API frameworks (comma-separated)	1,2	VPAID, MRAID, OMID, etc.
appname	app.name	Application name	Example Radio App	
appstoreurl	app.storeurl	App store URL	<https://play.google.com/store/apps/details?id=com.example.app >	
appcat	app.categories	App categories (comma-separated IAB codes)	IAB1, IAB2	

appdomain	app.domain	App domain	example.com	
appid	app.id	App ID	12345	
ipv6	device.ipv6	Device IPv6 address	2001:db8::1	Optional if IPv6 available
device type	device.device type	Device type	1	1=Mobile, 2=PC, 4=Phone, 5=Tablet, 7=Set-top box
make	device.make	Device manufacturer	Apple	Device make
osv	device.osv	OS version	15	OS version string
carrier	device.carrier	Mobile carrier	Verizon	Important for mobile
ifatype	device.ext.ifa type	IFA type	dpid or idfa or aaid	Type of device identifier
contentid	app.content.id or site.content.id	Content ID	episode123	
contentepisode	app.content.episode or site.content.episode	Episode number	5	
contenttitle	app.content.title or site.content.title	Content title	Morning Show Episode 42	

contents eries	app.cont ent.seri es or site.con tent.ser ies	Series name	Morning Show	
contenta rtist	app.cont ent.arti st or site.con tent.art ist	Artist/perfor mer	John Doe	
contentc at	app.cont ent.cat or site.con tent.ca t	Content categories (comma- separated IAB codes)	IAB1- 7,IAB1- 5	
contentd uration	app.cont ent.len or site.con tent.le n	Content duration in seconds	3600	
contentc ontext	app.cont ent.cont ext or site.con tent.con text	Content context	1	1=Video, 2=Game, 3=Music, 7=Audio
contentr ating	app.cont ent.cont entratin g or site.con tent.con tentrati ng	Content rating	TV-PG	

<code>contentkeywords</code>	<code>app.content.keywords</code> or <code>site.content.keywords</code>	Content keywords (comma-separated)	<code>news, politics, breaking</code>	
<code>contentduration</code>	<code>app.content.length</code> or <code>site.content.length</code>	Content duration	<code>3600</code>	Default: 3600
<code>contentlanguage</code>	<code>app.content.language</code> or <code>site.content.language</code>	Content language (ISO 639-1)	<code>en</code>	Default: en
<code>network</code>	<code>app.content.network.name</code> or <code>site.content.network.name</code>	Network name	<code>NBC</code>	
<code>networkdomain</code>	<code>app.content.network.domain</code> or <code>site.content.network.domain</code>	Network domain	<code>nbc.com</code>	
<code>channel</code>	<code>app.content.channel.name</code> or <code>site.con</code>	Channel name	<code>NBC News</code>	

	tent.channel.name			
channeldomain	app.content.channel.domain or site.content.channel.domain	Channel domain	nbcnews.com	
fd	source.fid	Final destination flag	1	1=final, 0=not final
tid	source.transactionid	Transaction ID	trans-123	Unique per auction
pchain	source.paymentchain	Payment chain	pubmatic.com:12345	Payment chain identifier
region	device.geo.region	Region/state code	NY	ISO 3166-2 region code
metro	device.geo.metro	Metro area code	501	Nielsen DMA code
displaymanager	imp[0].displaymanager	Display manager SDK name	ExampleSDK	SDK rendering the ad
tagid	imp[0].tagid	Tag/placement ID	placement-123	Publisher's ad unit identifier
ssai	imp[0].ssai	Server-side ad insertion flag	1	1=SSAI, 0=client-side
rwdd	imp[0].rewarded	Rewarded ad flag	1	1=rewarded, 0=non-rewarded
userid	user.id	User ID	user123	Publisher user

				identifier
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### OPTIONAL Parameters

These parameters provide additional data but are not required:

Parameter	OpenRTB Source	Description	Example	Notes
minbitrate	imp[0].audio.minbitrate	Minimum bitrate in kbps	64	Optional quality constraint
maxbitrate	imp[0].audio.maxbitrate	Maximum bitrate in kbps	128	Optional quality constraint
maxextended	imp[0].audio.maxextended	Max extended duration	30	For extendable creatives
delivery	imp[0].audio.delivery	Delivery methods (comma-separated)	1,2	Streaming vs download
sequence	imp[0].audio.sequence	Sequence number (for multi-impression requests)	1	Used in podded auctions
appver	app.ver	App version	1.2.3	
appkeywords	app.keywords	App keywords (comma-separated)	radio,music,streaming	
publishername	app.publisher.name or site.publisher.name	Publisher name	Example Media Corp	
publishercat	app.publisher.category or site.publisher.category	Publisher categories (comma-separated)	IAB1, IAB2	

	lisher.c at			
js	device.j s	JavaScript support	1	1 if supported, 0 otherwise
connecti ontype	device.c onnectio ntype	Connection type	2	0=Unknown, 2=WiFi, 3=Cellular
contents eason	app.cont ent.seas on or site.con tent.sea son	Season identifier	Season 2	
contentc attax	app.cont ent.catt ax or site.con tent.cat tax	Category taxonomy	2	
producti onqualit y	app.cont ent.prod q or site.con tent.pro dq	Production quality	3	
userrati ng	app.cont ent.user rating or site.con tent.use rrating	User rating	8.5	
qagmedia rating	app.cont ent.qagm ediarati ng or site.con tent.qag	QAG media rating	2	

	mediarating			
producer id	app.content.producer.id or site.content.producer.id	Producer ID	prod123	
producer name	app.content.producer.name or site.content.producer.name	Producer name	NBC Universal 1	
producer cat	app.content.producer.category or site.content.producer.category	Producer categories (comma-separated)	IAB1, IAB2	
producer domain	app.content.producer.domain or site.content.producer.domain	Producer domain	nbcuni.com	
displaymanager	imp[0].displaymanager	Display manager version	1	SDK version

impmulti ply	imp[0].e xt.dooh. impmulti ply	Impression multiplier	1000	DOOH audience multiplier
venueid	device.e xt.dooh. venueid	Venue ID	venue12 3	DOOH venue identifier
venuety p eid	device.e xt.dooh. venuety p eid	Venue type ID	5	DOOH venue type
position type	device.g eo.ext.d ooh.posi tiontyp e	Position type	2	DOOH screen position
userkeyw ords	user.key words	User keywords (comma- separated)	sports,t ech,new s	User interest keywords
companio nad	imp[0].a udio.com paniona d	Companion ad support	1	For companion banners with audio

## Priority Levels Summary

### CRITICAL (Required for Every Request)

1 ip, ua, deviceid, country, appbundle OR sitedomain, contenturl, schain, ipv4, tmax

**Important:** Either `appbundle` OR `sitedomain` must be provided (at least one is required).

### HIGH (Strongly Recommended)

1 gdpr, consent (if gdpr=1), usprivacy, model, publisherid, contentgenre, lat, lon, zip,  
2 feed, mimes, mindur, maxdur, dnt, lmt, os, contentlivestream, coppa, secure,  
3 publisherdomain, invpartnerdomain, deviceheight, devicewidth

### MEDIUM (Recommended for Better Targeting)

1 stitched, nvol, startdelay, protocols, batrr, api, appname, appstoreurl, appcat,  
2 appdomain, appid, ipv6, devicetype, make, osv, carrier, ifatype, contentid,  
3 contentepisode, contenttitle, contentseries, contentartist, contentcat, contentduration,  
4 contentcontext, contentrating, contentkeywords, contentdur, contentlanguage, network,

```
5 networkdomain, channel, channeldomain, fd, tid, pchain, region, metro,  
displaymanager,  
6 tagid, ssai, rwdd, userid
```

**OPTIONAL (Nice to Have)**

```
1 minbitrate, maxbitrate, maxextended, delivery, sequence, appver,  
appkeywords,  
2 publishername, publishercat, js, connectiontype, contentseason,  
contentcattax,  
3 productionquality, userrating, qagmediarating, producerid,  
producername, producercat,  
4 producerdomain, displaymanagerver, impmultiply, venueid, venuetypeid,  
positiontype,  
5 userkeywords, companionad
```