



# IAB Tech Lab OTT/CTV Store Assigned App Identification Guidelines

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<https://iabtechlab.com/blog/guidelines-ctv-ott-device-and-app-identification/>

*This document is intended to be used by supply side platforms, buy side platforms, and publishers. Supply side platforms monetizing OTT inventory should use this guide to determine the correct app ID to pass in VAST and ORTB requests. Buy side platforms purchasing OTT inventory should use this guide to understand the correct way to identify and verify app inventory from these platforms. Publishers should use this guide to understand what ID should be used to identify an app on a given platform.*

## **Problem Statement**

Unique app identifiers within OTT inventory are crucial for buyers, first and foremost as a way of knowing which apps they are buying, but also in targeting, blacklisting, brand safety and fraud prevention. In the same way domains can be used to identify and understand web traffic, buyers need a standardized way to identify and understand what apps they are buying on. This unique store ID is also necessary for fraud prevention specs like the IAB Tech Lab's app-ads.txt.

In the mobile world, there are two dominant operating systems - Apple iOS and Google's Android OS, each with their own app store. The industry has aligned on transacting through IDs that can be verified in these app stores. On Android these are referred to as "app bundles" and on iOS as "app IDs". Collectively we are referring to these as store IDs for this document. Using non-unique IDs like "bundle IDs" on iOS has caused confusion in technical specs and in ad operations. As the CTV/OTT space is nascent and fragmented with a large number of device platforms and app stores for each platform, this document attempts to head off similar confusion in the CTV/OTT space by advocating the using the term "store ID" consistently.

The purpose of this document is threefold:

1. Provide guidance on the value that should be used as the store ID for each OTT platform
2. Provide recommendations for platforms that may not have an app store, or an store ID implementation in place
3. Provide direction on how to use the IDs in various IAB Tech Lab protocols

## **Proposal**

In order to have a standardized approach across device types, the same information should be used to identify app inventory whether on mobile, tablet, or CTV devices. The unique identifier assigned to a given app when integrated in an app store (the store ID) should be used for the purposes of identifying an app. This is the standard practice for mobile apps, and should be applied to apps on CTV devices as well. App store IDs are named and formatted differently across different app stores, but the core purpose is the same: a way to identify a specific app that is unique, persistent and won't become obsolete when apps change names.

IDs that are not unique within the app store (like the "bundle id" in iOS/tvOS) should not be used as the unique identifier.

The following table lists common OTT platforms and the unique identifiers that should be used for each. This table is not intended to be an exhaustive/comprehensive list.

Platform	Identifier	Example	Where to find this ID?
iOS & tvOS	Numeric iOS store ID auto-generated by Apple App Store.	886445756	<a href="https://apps.apple.com/us/app/tubi-watch-movies-tv-shows/id886445756">https://apps.apple.com/us/app/tubi-watch-movies-tv-shows/id886445756</a>
Android (mobile & CTV)	Developer defined alpha-numeric value that is unique across the Google Play store (often in a <b>com.appname</b> format)	com.tubitv	<a href="https://play.google.com/store/apps/details?id=com.tubitv">https://play.google.com/store/apps/details?id=com.tubitv</a>
Roku	Numeric ID auto-generated by Roku.	41468	<a href="https://channelstore.roku.com/details/7c34d32446def64db7eb2cc359749fe5/tubi-free-movies-and-tv">https://channelstore.roku.com/details/7c34d32446def64db7eb2cc359749fe5/tubi-free-movies-and-tv</a>  The bundle ID is available in the html meta-tags in the page source following IABTL app-ads.txt guidelines:  <pre>&lt;meta name="appstore:store_id" content="41468"&gt; &lt;meta name="appstore:bundle_id" content="41468"&gt;</pre> A full index of certified Roku channels appears here: <a href="https://channelstore.roku.com/sitemap-index.xml">https://channelstore.roku.com/sitemap-index.xml</a>
Amazon	Alpha-numeric Amazon Standard Identification Number (ASIN).	B075NTHVJW	<a href="https://www.amazon.com/Tubi-Inc/dp/B075NTHVJW">https://www.amazon.com/Tubi-Inc/dp/B075NTHVJW</a>
Microsoft	Alpha-numeric ID auto-generated by Microsoft.	9n1sv6841f0b	<a href="https://www.microsoft.com/en-us/p/tubi-free-movies-and-tv/9n1sv6841f0b">https://www.microsoft.com/en-us/p/tubi-free-movies-and-tv/9n1sv6841f0b</a>
Samsung smart TV	Numeric ID assigned by the Samsung app store. Numer ID is prefaced with "G"	G15115002089	<a href="https://www.samsung.com/us/appstore/app/G15115002089">https://www.samsung.com/us/appstore/app/G15115002089</a>
LG Smart TV	Numeric store ID assigned by the LG app store.	70503	<a href="https://us.lgappstv.com/main/tvapp/detail?appld=70503">https://us.lgappstv.com/main/tvapp/detail?appld=70503</a>
Sony Playstation	Alpha-numeric ID assigned by the Playstation app store.	UP8834-CUSA08686_00-TUBITVPS40000000	<a href="https://store.playstation.com/en-us/product/UP8834-CUSA08686_00-TUBITVPS40000000">https://store.playstation.com/en-us/product/UP8834-CUSA08686_00-TUBITVPS40000000</a>
Vizio	Developer defined appname, with a	vizio.tubitv	<a href="https://www.vizio.com/smart-tv-apps?appName=tubitv&amp;appld=vizio.tubitv">https://www.vizio.com/smart-tv-apps?appName=tubitv&amp;appld=vizio.tubitv</a>

	“vizio” prefix, that is unique across the VIZIO smart-tv-apps page. (Will always appear in a vizio.appname format)		
Philips Smart TV	Numeric store ID assigned by the Philips appstore.	20006184	<a href="https://www.zeasn.tv/whaleeco/appstore/detail?appid=20006184">https://www.zeasn.tv/whaleeco/appstore/detail?appid=20006184</a>

The platforms listed above have all met the requirement of having a valid app store. For the use of this document an app store meets the requirements of:

- Exposing a consistent and unique store ID for each individual app
- A crawlable, web-based app store URL that has a unique URL for each app available and publishes app metadata including the developer name.

#### Platforms without app stores:

While this guidance is meant to apply to app store supported Connected/Smart TV devices, the IAB OTT working group recognizes that there are many new and emerging digital TV devices (and even legacy Set-Top Boxes) that are not supported by a defined app store. For those platforms where an app store does not exist, we recommend the publishers use the following format for store IDs: **appname.deviceplatform** (e.g. *com.nbcu.peacock.x1*).

#### Communication:

This unique identifier should be passed in

- the **app.bundle** field in OpenRTB 2.x.
- the **app.storeid** field in AdCOM 1.0 (used in OpenRTB 3.0)
- the **[STOREID]** macro in the VAST ad requests and tracking pixels (as defined in VAST 4.x specs)

In order to correctly identify the app store, the app store URL should also be passed in

- the **app.storeurl** field in OpenRTB
- the **[STOREURL]** macro in VAST ad requests and tracking pixels (as defined in VAST 4.x specs)

Following the above guidance will help reduce misalignment and errors in identifying the source of OTT inventory.

To request a platform be added to this document or if you have any questions about this guidance, please reach out to [video@iabtechlab.com](mailto:video@iabtechlab.com)

**Note** – we are aware that the terms OTT and CTV have been used interchangeably even though they have differences and overlaps. The guidance above is intended for CTV devices -

*all internet connected devices that are connected to (or part of) a television set, and is not intended for mobile and desktop inventory. Our blog post <https://iabtechlab.com/blog/ott-vs-ctv-what-is-in-a-name/> goes into this discussion in further detail.*

#### **Appendix – revision history**

1. September 2020 – added Philips Smart TV
2. October 2020 – updated Roku store url usage