



Publisher integration

Getting started with VAST

2023

v1.230222



Change Log

Version	Date	Change	Page
1.230222	2023/02/22	▪ Updated ads.txt information	17
		▪ Added new audio products	34
1.211010	2021/10/10	▪ Removed Targetspot JS beacon	30
1.210719	2021/07/19	▪ Updated audioformat parameter to support multiple MIME types	35
1.210715	2021/07/16	▪ Added a new chapter called: Part 12 - Channels Content Formats	49

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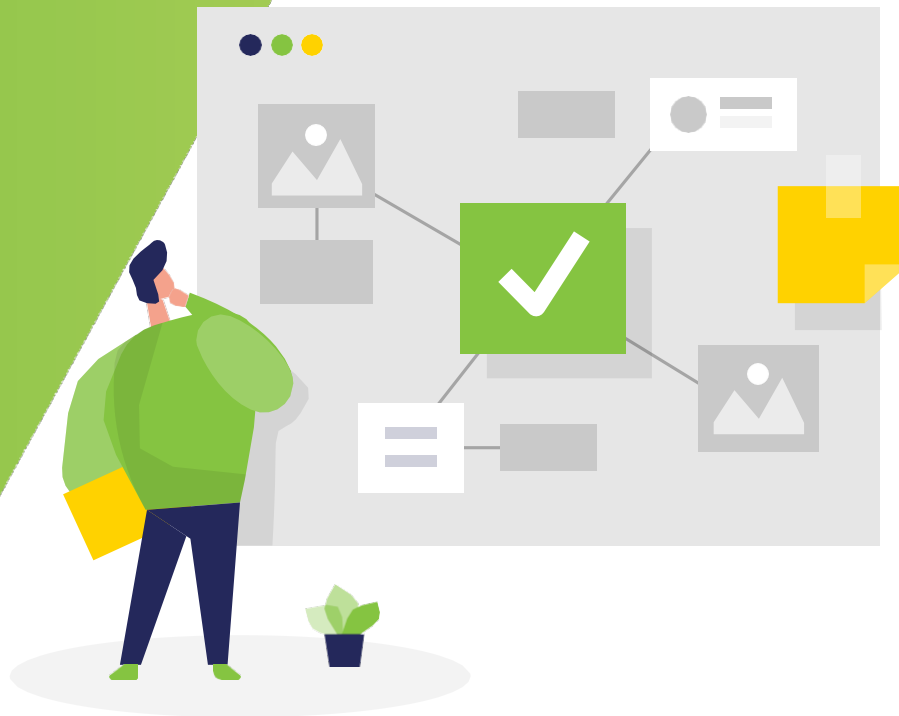
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1 Introduction



Introduction

Passport Explore, is a 'meta-SSP' for digital audio advertising. It is designed for publishers (sellers) looking for a way to sell their premium audio inventory to advertisers (buyers).

Our API enables ad delivery based on data, such as:



Location

IP address,
geolocation



Demographic

Age, gender,
language



Device Type

Mobile, desktop
and connected
devices



Weather

temperature,
weather conditions,
air quality, ...



Audio Format

Live radio streaming,
web streaming,
podcasting, AOD,
...

Implementation Note

This document describes the Targetspot's API integration which is designed to request and serve pre-roll, mid-roll and post-roll audio ads targeted to a given listener located anywhere in the world.

The API suits both client-side and server-to-server implementations. This guide describes the client-side VAST integration. See also the Server-to-Server Integration.

The techniques taught in the present document explain how to optimise your inventory in order to delivery more targeted ads to your audience.

We recommend you check your legal team with regard to any user agreements, privacy policies and regulations such as GDPR or CCPA that might interfere with the performances of Targetspot services and, lessen the value of your inventory.

Publishers integrated with this API must guarantee all impressions and users are real. Any evidence of robots, spiders, hitbots, scripts, software, hidden links, scrapers or other automated means of accessing the publisher inventory integrated with Targetspot will result in an immediate shutdown of the integration. Any evidence of intentionally false impression generation will result in an immediate shutdown of your services and legal action if required.

Requirements for VAST Protocols

Our API complies with VAST 3.0 and VAST 4.x protocols.



Publishers with current DAAST 1.0 or VAST 2.0 integrations must migrate to VAST 3.0 or VAST 4.x before Q1 2021 as those protocols are now deprecated.

Visit [IAB Tech Lab](#) for more information on the latest IAB standards.

Supported Ad Formats

Targetspot delivers the following ad formats as standard in a VAST response:

1. Linear Ads

2. Companion Ads

3. Ad Pods

We support the following types of linear audio ads:



PRE-ROLL

Ads which are played before the audio content starts.



MID-ROLL

Ads which are played before the audio content starts.

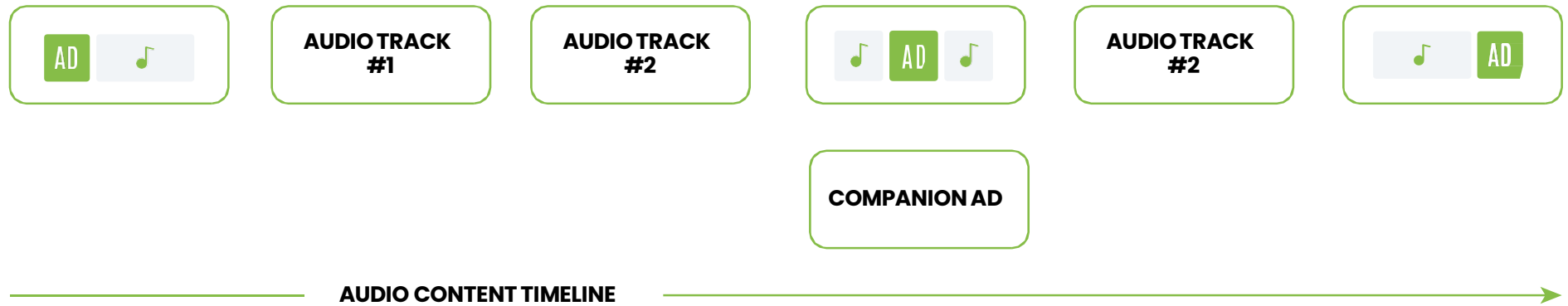


POST-ROLL

Ads are played after the content audio.

1. Linear Ads

Linear ads are served as audio, but may also include images, that play for a set duration at linear points or cue points along the timeline of the audio stream.



2. Companion Ads

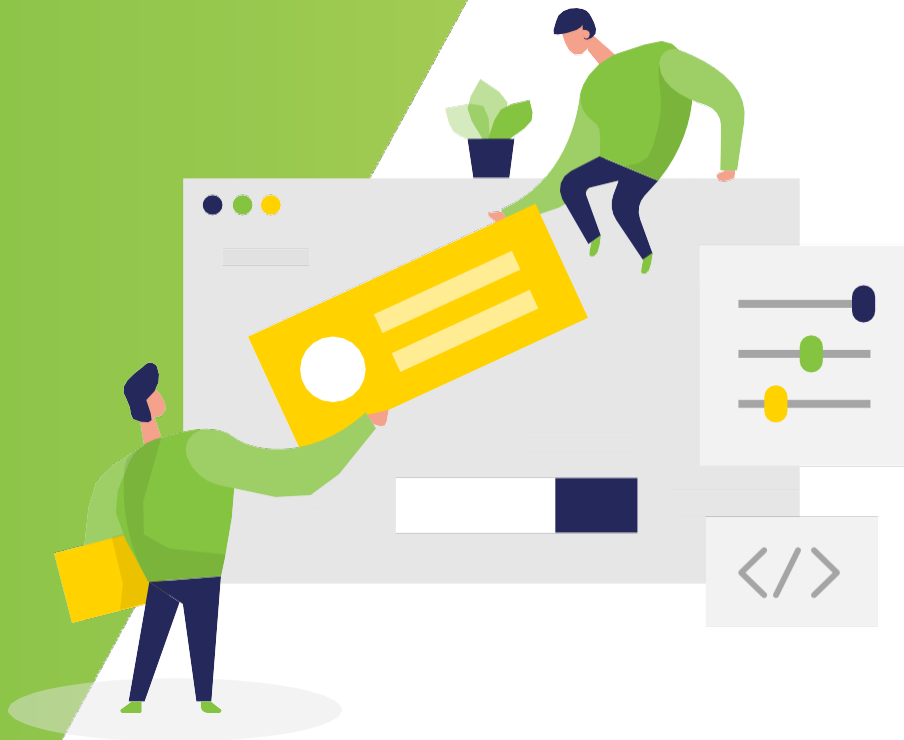
Companion ads are display banner ads that appears around the player. One or more Companion ads may be served within a Linear VAST response.

3. Ad Pods

Ad Pods consist in the delivery of a set of Linear ads that are played sequentially in the content audio. They can play before or during a break in the content audio. All audio ads may be contained within one single VAST response.



2 Integrating vast



Overview

Just as HTML enables web browsers to display websites from any web server, VAST enables players to play and display ads coming from any ad server.

Basically, the VAST is a mechanism that facilitates the transfer of data from one system (ad server) to another (publisher's player).

VAST supports ad serving to any player that can request and parse an XML document, including players in:

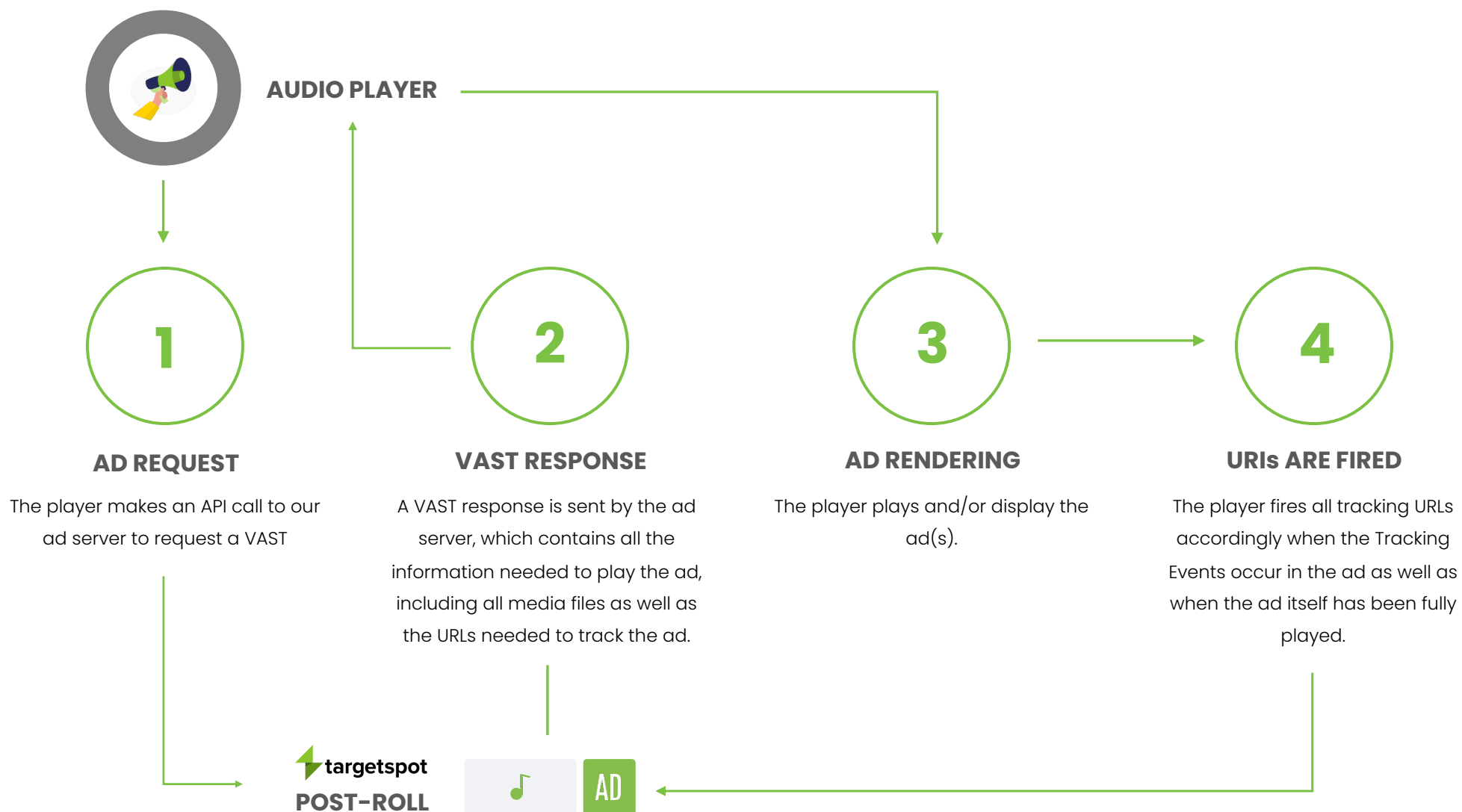
- Web pages
- Mobile web pages
- Mobiles apps
- Connected TVs

Minimal Compliance

Regardless of which VAST formats a publisher declares to comply with, publishers and audio players must comply with a set of VAST functionalities at different level of the response, including:

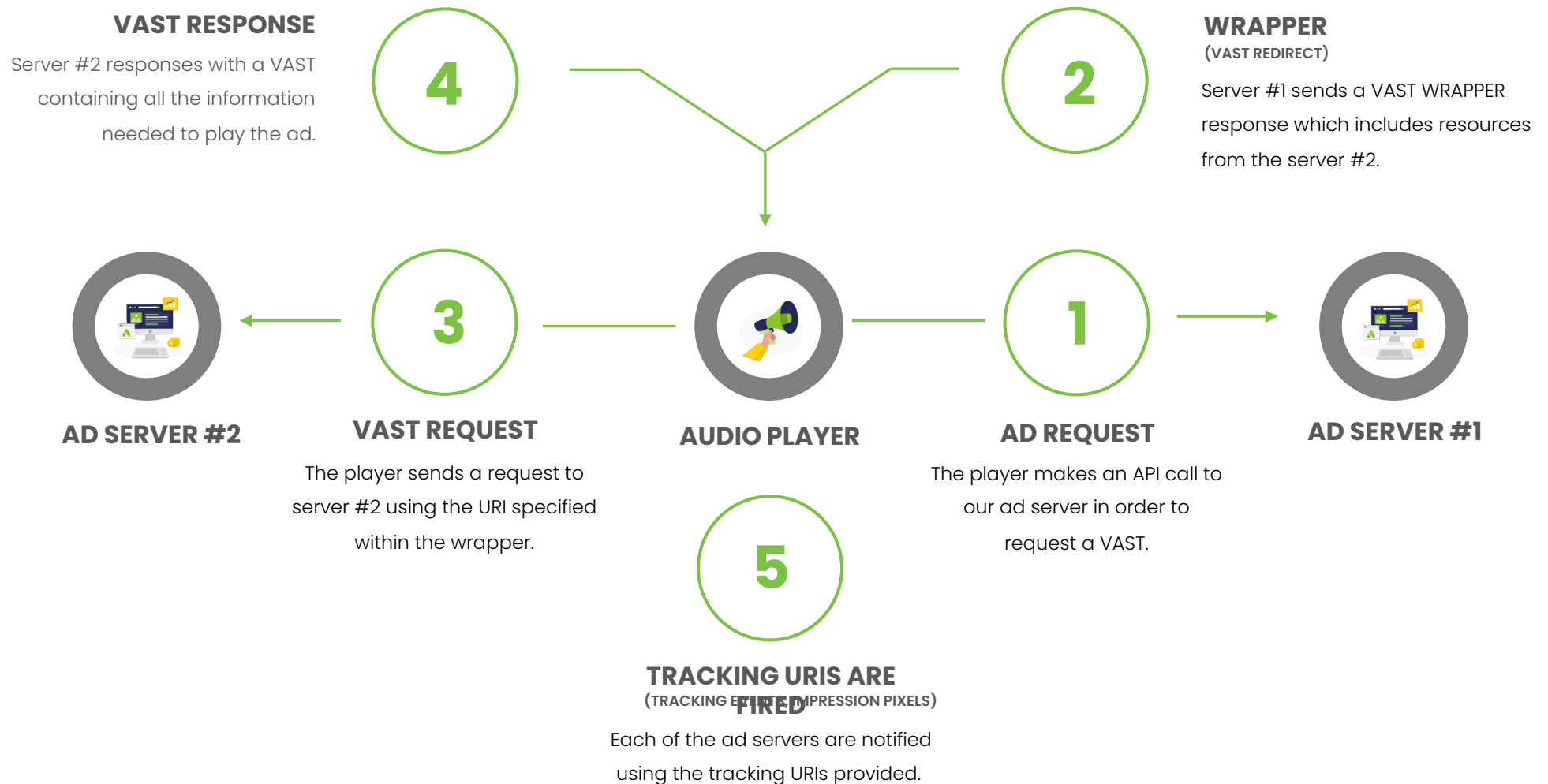
- Inline or Wrappers
- Impression element
- Tracking Events
- Error Reporting

Basic Ad Request



Ad Request with support for Wrappers

The diagram below describes the ad serving process that occurs when one or more vendor ad servers become part of the process and where both parties want to receive all the tracking information:



Audio Player

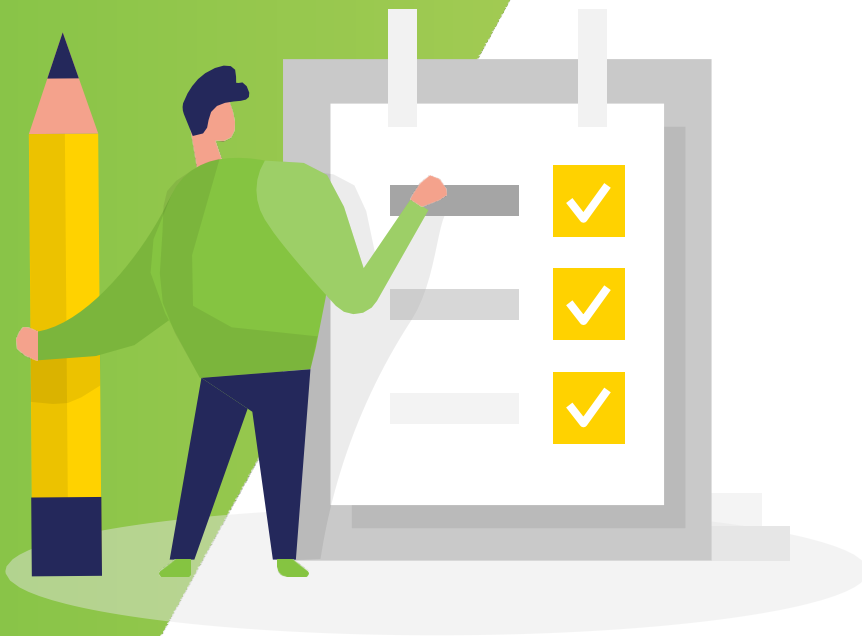
VAST-compliant players must be able to request and play the ad(s) in a VAST response according to the instructions provided by the VAST ad response, which include:

- requesting Ad formats it only supports
- parsing the XML VAST response
- rendering the ads correctly
- respecting the ad server instructions in a basic VAST response as well as those included in VAST wrappers
- Sending tracking information back to the ad server
- Supporting XML conventions ([see XML](#) for more info)



More information about this is provided in the [AD REQUEST](#) and the [AD RESPONSE](#) sections of the present documentation.

3 Testing your integration



Integration Checklist

These are the ten steps of a standard implementation:

Checklist

10 steps to implementation

- ✓ Implementing the ads.txt lines on your domain
- ✓ Passing the IAB TC string in the ad requests (if it applies)
- ✓ Passing the IAB US Privacy string in the ad requests (if it applies)
- ✓ Complying with IAB VAST protocol (including InLine and Wrapper responses)
- ✓ Sending traffic to our staging API with the provided credentials
- ✓ Passing mandatory query parameters in the ad requests
- ✓ Rendering ads correctly through a player
- ✓ Triggering all available <TrackingEvents> of the VAST response
- ✓ Displaying the banner and fire the companion pixels accordingly
- ✓ Validating

4 Regulatory requirements



Regulatory requirements

Ads.txt

ads.txt is a simple method publishers can use to publicly declare the partners they authorize to directly sell (or resell) their digital inventory. It must be implemented on the publisher's root domain.

The same method must be applied for the implementation of the **app-ads.txt** file when an app is the source of inventory

See the [IAB specs for ads.txt and app-ads.txt](#) for more info.

Targetspot Authorised Digital Sellers Information

Please update your ads.txt file(s) with the lines below:



```
Targetspot.com, {Targetspot ID*}, DIRECT, feb28ed826dcf532
rubiconproject.com, 9753, RESELLER, 0bfd66d529a55807
rubiconproject.com, 16418, RESELLER, 0bfd66d529a55807
appnexus.com, 7265, RESELLER, f5ab79cb980f11d1
adswizz.com, targetspot, RESELLER
tritondigital.com, 44733, RESELLER, 19b4454d0b87b58b
appnexus.com, 1577, RESELLER, f5ab79cb980f11d1
rubiconproject.com, 9755, RESELLER, 0bfd66d529a55807
improvedigital.com, 2174, DIRECT
tritondigital.com, 162223, DIRECT, 19b4454d0b87b58b
```

Last date modified: 2023/02/22

* Targetspot ID to be provided

Inventory Requirements in EU and UK

In the current GDPR world, the publisher aka data controller, owns a direct relationship with his users and is solely responsible for the inventory sent to us. EU data sent to Targetspot servers must include the URL-safe base64-encoded GDPR consent string otherwise sensitive data will be automatically truncated, making it unreadable and unusable.



Please make sure your CMP includes Targetspot and its partners under the vendors IDs 448, 239, 52, 32 and 507.

For more information on the GDPR in the digital ecosystem,

Please visit www.iabeurope.eu/tcf, [IAB Europe's Transparency and Consent Framework 2.0](#) and [IAB TCF 2.0 Workshop](#).

GDPR Query Parameters for IAB TCF 2.0

Parameter	Description	Value	Required
gdpr	Indicates if GDPR regulations applies to the current IP	1 = GDPR applies 0 = GDPR does not apply	Yes, for EU27 + UK traffic
gdpr_consent	TC string as in the IAB TCF 2.0 specification	URL-safe base64-encoded GDPR consent string	Yes, for EU27 + UK traffic



Query Param for IAB US CCPA

The IAB US Privacy String communicates signals regarding consumer privacy and choice under US privacy regulation. Version 1 supports requirements made under the California Consumer Privacy Act (CCPA).

If US privacy regulations apply, digital property owners (websites, apps, or other media platforms) are expected to provide consumer privacy signals to all parties that intend to exchange data on a given transaction (such as displaying an impression). Parties receiving the signal use the information to determine whether they’re allowed to process the consumer’s personal data.

! We recommend every publisher to comply with the above regulations and to use CMPs and other available methods to facilitate the supply of the best addressable inventory possible.

See the [IAB CCPA Compliance Framework](#) for more information on the CCPA compliance.

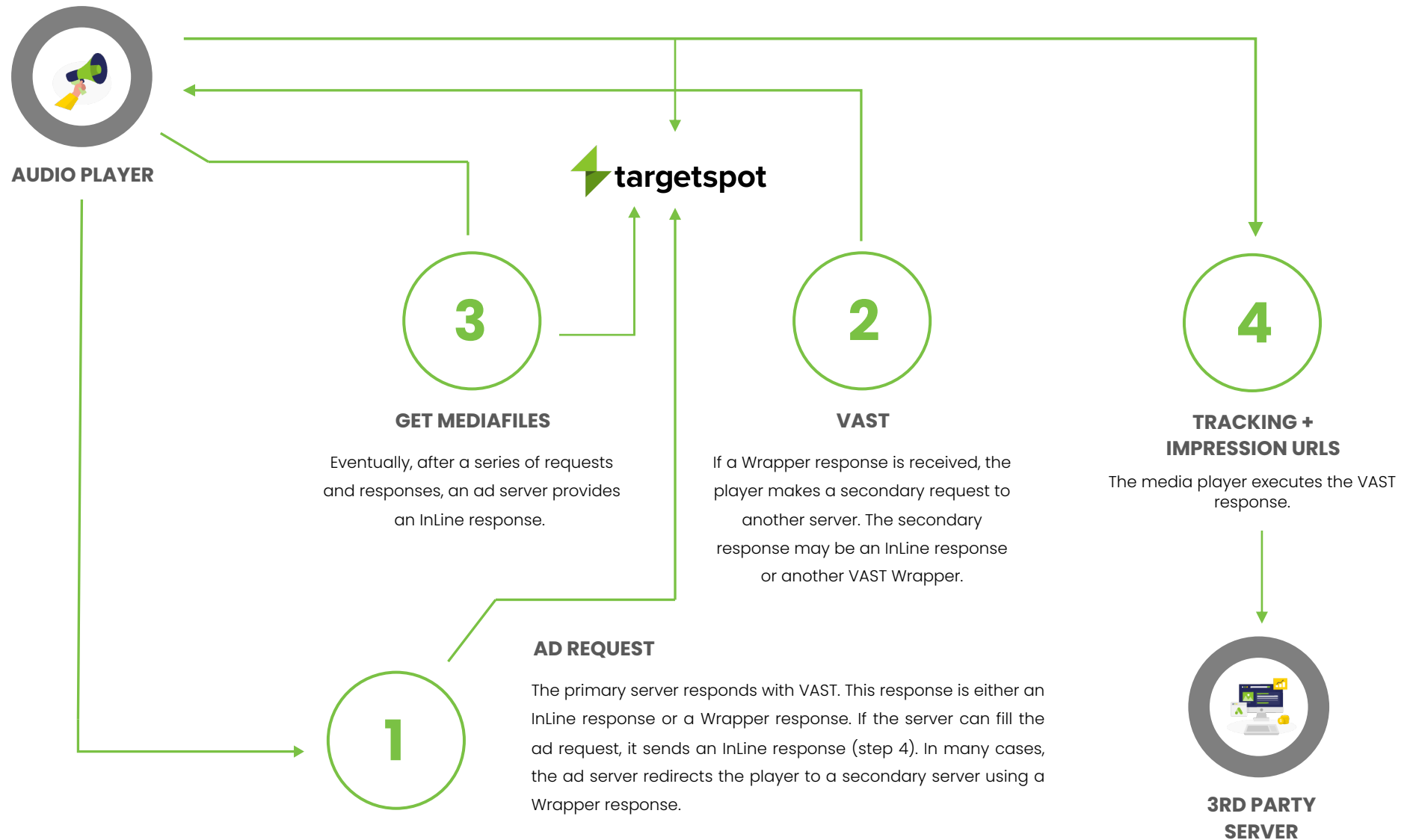
Parameter	Description	Value	Required
us_privacy	US Privacy string format as in the IAB US Privacy String specification	URL – encoded US Privacy string OR 1--- = CCPA does not apply to the transaction	Yes, if CCPA applies

5 Client-side integration

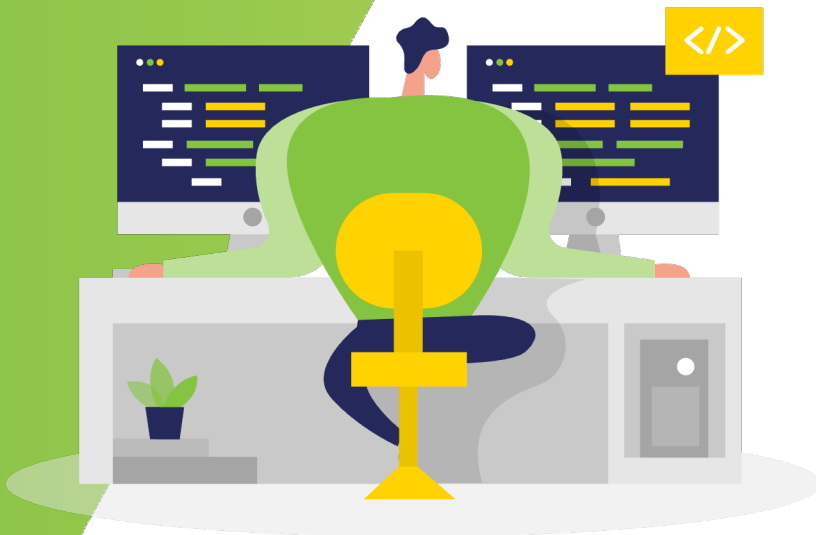


Client-side integration

With client-side ad tracking, the player (client) sends tracking information included in the VAST tag and uses cookies and other **advertising identifiers** to determine which computers executed the ad. The process that uses client-side execution looks something like this:



6 HTTP Headers



HTTP Headers

For server-side integrations and to avoid being mistaken as fraudulent traffic, ad stitching providers must include with their ad tracking requests the following HTTP headers:

Header(s)	Description	Value	Required
X-Device-IP X-Forwarded-For	Listener's IP address	Dotted decimal format	yes
X-Device-Referer Referer	contains the address of the previous web page from which a link to the currently requested page was followed.	string	
X-Device-User-Agent User-Agent	Listener's User Agent	string	yes
X-Device-Accept-Language Accept-Language	advertises which languages the client is able to understand, and which locale variant is preferred	fr-CH, fr;q=0.9, en;q=0.8, de;q=0.7, *,q=0.5	Yes, for multilingual countries

These parameters are to be sent in addition to the parameters described in the **Query Parameters** section of this document.

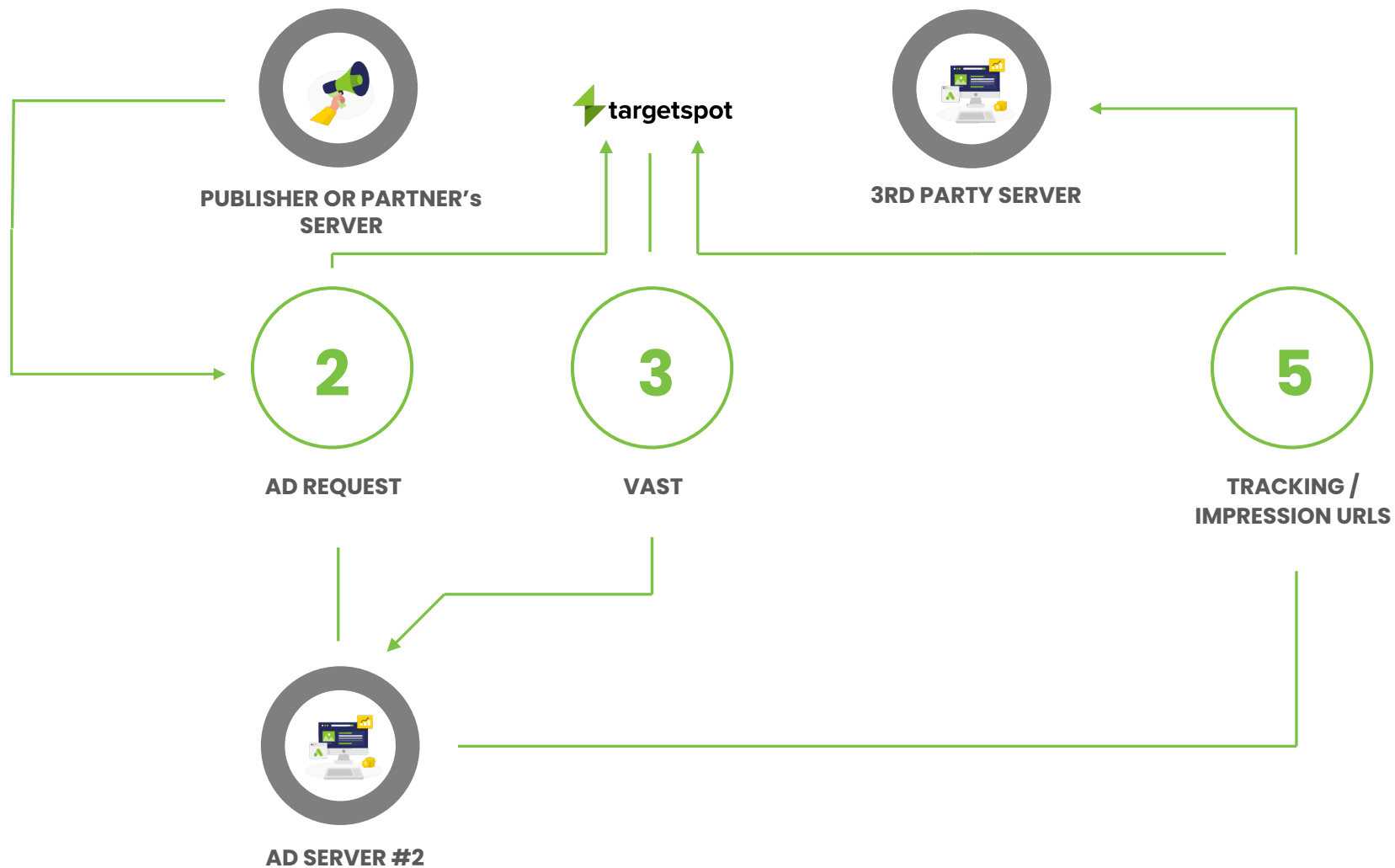
7 Server-to-server integration



Server-to-server integration

This type of integration is similar to the client-side integration with additional specs.

The process that uses Server-to-Server execution looks something like this:





Server-to-Server Ad Tracking

Typically, an ad call would be triggered by an event that may originates from a client-side player, or from a server.



Publishers must always separate information describing the server itself from information describing the client every time the server is initiating a request on behalf of the client.

This will avoid processing all tracking information from one IP address and keep your traffic valid.

8 Identifiers for advertising



Overview

Universally Unique Identifiers (UUIDs) provide Targetspot API a way to identify your audience. They are used to enhance ad serving quality and help manage the frequency capping.

We support three kind of Listener IDs:

- Device Advertising IDs: represent IDFA, GAID and other mobile devices
- App-generated IDs: are generated by you, the publisher.

Mandatory Integration Requirement:

*The publisher must always **pass one valid identifier**, which must be sent using the **deviceid**, **userid** or **targetspotid** query parameter **in every ad request**.*

*Please pass all available **identifiers** in every ad request calls.*

Query Param	Type	Description	Usage
deviceid	idfa	Dotted decimal format	Apple iOS devices
	aaaid /gaaid	Device Advertising ID for Android	Android devices
	other	Any other Device Identifier	Smart speakers, web mobile, video game consoles, connected TVs, OTT streaming services
userid	app	Publisher App-generated ID	Desktop or connected device
sessionid	temp	Publisher App-generated ID for ad pods	Are used to build a specific Ad Pod for a given listener. Useful for multilingual countries

Description of Common Mobile Device Advertising ID

Every mobile device comes with an **identifier** that allows developers and marketers to track activity for **advertising** purposes. There are two dominant types of mobile device IDs:

- **IDFA:** is the Apple's iOS advertising ID which format is in upper case: **EA7583CD-A667-48BC-B806-42ECB2B48606**. It determines the Apple iOS Device, including iPhone, iPad, and iPod touch.

- **AAID or GAID:** is the Google's Android advertising IDs which format is similar to IDFAs but is all lower case: **cdda802e-fb9c-47ad-9866-0794d394c912**.

- **Other Devices Identifier:** such as smart speakers, video game consoles, connected TV and other (OTT) streaming devices are welcome and can be pass in the deviceid query parameter as described here: **deviceid=468B4FBC-F9E4-4D52-916D-7F9350537EA4**

Ad Tracking Limitation

Mobile and smart speakers users have the capability to disable the ad tracking of their IDFA/GAID directly from the mobile device. Therefore, it is your responsibility to ensure that a user's choice to opt-out of tracking is respected.

Publisher App-generated ID

- **userid:** is used to request a single ad
- **sessionid:** is used to build a specific Ad Pod for a given listener

Publishers **must** pass a Listener ID into our **userid** query parameter when they cannot pass a **deviceid** nor use the **targetspotid**.

We recommended sending the App-generated **userid** as a character string that represents a given listener (ex: a GUID encoded lowercase or uppercase). That listener ID is used to manage the frequency capping of a specific listener.



Ad request

HTTP Get Request

Typically this would consist of an **HTTP GET** request to our API endpoint, with additional data passed in query parameters in a **key=value** format.



```
https://<targetspot-ad-server-  
host>/<id>/<protocol>/<version>/?apikey=<api-key>&(stationid=<station-  
id>| stationid=<custom-station-id>)&deviceid=<device-advertising-id>
```

Example of ad request:



```
https://api.tsbluebox.com/163/vast/3.0/?apikey=7ab23bd9-383a-4c65-82fd-  
3e75acedb02a&stationid=e477bef6-f6ab-47c1-836a-0df7ddea1001&userid=b7433686-  
947c-4202-8cd7-e1d44160fb64&culture=fr-  
CH&useragent=Mozilla%2F5.0%20(Linux;%20Android%2011;%20SM-  
N980F%20Build%2FRP1A.200720.012;%20wv)%20AppleWebKit%2F537.36%20(KHTML,%20like%2  
0Gecko)%20Version%2F4.0%20Chrome%2F91.0.4472.120%20Mobile%20Safari%2F537.36&dom  
ain=targetspot.com&product=gamestreaming&placement=preroll&ip=146.60.201.167&devi  
ceid=760665b4-8e30-4e17-920b-  
d9e3d406fcfa&bundleid=com.target.spot&storeurl=https%3A%2F%2Fplay.google.com%2Fst  
ore%2Fapps%2Fdetails%3Fid%3Dcom.target.spot&lat=51.7859&lon=11.1518&contentformat-  
iabv2=680&visualmode=2
```



Query Parameters

To maximize performances, publishers should pass all recommended query parameters and append additional parameters to the tag with an ampersand (&).



The value of the parameters below must be **URL encoded**.

Please communicate your Integration Manager what you support in the VAST response and if you plan to use a raw file or require multiple transcoded audio files or ad pods.

Query Param	Description	Value	HTTP Header	Required
apikey	your API key	string		Yes
stationid	The name of your station	string		Yes
externalid	your internal ID	string		Yes
deviceid	Android AAID, iOS IDFA or any other mobile device ID	string		Yes, if available
userid	Publisher App-generated Listener ID	string		Yes



Query Parameters

Parameter	Description	Value	HTTP Header	Required
targetspotid	Targetspot Cookie ID. Must ne used with dmpenabled = 1 query param. See Targetspot JS Beacon documentation	string		Yes
sessionid	Publisher App-generated ID for ad pods	string		Yes, for ad pods
ip	Listener's IP adress	Dotted decimal format	yes	Yes
domain	Domain URL of the content	String Ex : targetspot.com Do not add HTTP/HTTPS protocols		Yes
referrer	Contains the adress of the previous web page form which a link to the currently requested page was followed	string	yes	Yes, for embedded players
useragent	Listener's User Agent	string	yes	Yes
placement	Request a specific ad placement	preroll, midroll, postroll		Yes

Query Parameters

Parameter	Description	Value	HTTP Header	Required
product	Specifies one of the six available products you request an ad for	• radiostreaming • podcastdownload • podcaststreaming • game • text • application • audioinvideo		Yes
audioformat	Request an ad that supports your MIME type	• audio/mpeg • audio/mp3 • audio/aac		Yes, if you require transcoded files or ad pods
bitrate	Request a specific bitrate in kbps	32, 48, 64, 96, 128, 192, 256 or 320	yes	Yes, if you require transcoded files or ad pods
visualmode	Support for companion banner	0 = not supported 1 = banner without click 2 = banner with click		Yes, if you need to request a companion
contentformat-iabv2	Defines the IAB format of the content	IAB Content Taxonomy 2.0		Yes
duration	Request a specific duration in seconds	15, 30, 45, 60, 90, or 180 are standard durations		Yes, if you require transcoded files or ad pods



Parameter	Description	Value	HTTP Header	Required
maxnumads	Request multiple ads in the same response	1, 2, 3, 4		Yes, if you require transcoded files or ad pods
floorcurrency	Specify the current used	iOS 4217 Ex: USD, CAD, AUD, GBP, CHF, SEK		Yes, when the bid floor is sent
bidfloor	Specifies the minimum bid price for the deal, in CPM using the default currency	Decimal ex: 2.56		
bcat	Bloc specifies IAB v1 and v2 categories	IAB category code Ex: bcat = IAB13-2&bcat = 133		IAB v1 and v2 category code
badv	Bloc a specific advertiser domain	EX: spotify.com		no
dnt	Indicate whether listeners prefer privacy rather than personalized content	0 = tracking allowed 1 = tracking denied Null = not specified		no
contentformat-shoutcast	Defines the Shoutcast format of the content	Shoutcast 2 genres		no
contentformat-targetspot	Defines the Targetspot format of the content	Targetspot genres		no

Regulatory

Parameter	Description	Value	Required
gdpr	Indicates if GDPR regulation applies for to the current IP	1 = GDPR applies 0 = GDPR does not apply	Yes, for EU27 + UK traffic
gdpr_consent	TC string as in the IAB TCF 2.0 specification	URL-safe base64-encoded GDPR consent string	Yes, for EU27 + UK traffic
us_privacy	US Privacy string format as in the IAB US Privacy string specification	URL-encoded US Privacy string	Yes, if CCPA applies

Podcast Inventory

Parameter	Description	Value	Required
product	Indicates the type of podcast inventory	Podcaststreaming is for streamed podcast, AOD or replay content Podcastdownload is for podcasts that are downloaded via a RSS Feed	Yes
contentformat-applepodcast	Indicates the Apple Podcasts category of a show	URL-encoded string Ex: Tech News	Yes



Mobile Inventory

Parameter	Description	Value	Required
deviceid	Android AAID, iOS IDFA or any other device ID	string	Yes, for web mobile and mobile app inventory
storeid	Indicates your application Apple App Store or Google Play ID	string	Yes, for mobile app inventory
bundleid	Platform-specific application identifier Ex: shoutcast.android.app	string	Yes, for mobile app inventory
storeurl	Indicates your application(s) URL on the store(s)	string	Yes, for mobile app inventory
domain	Domain URL of the content	String Ex : targetspot.com Do not add HTTP/HTTPS protocols	Yes



Listener Information

Parameter	Description	Value	Required
culture	Advertises which languages the client uses	ISO code: Ex: fr-BE	Yes, for multilingual countries
gender	Indicates the listener's gender	1 = male 2 = female	recommended
age	Indicates the listener's age	Integer	recommended
lat	Gps coordinates	lat = 19.537300109863287	recommended
lon	Gps coordinates	lon = -96.96600341796875	recommended



Ad response

10

Ad Response

Element	Description
<VAST>	Each VAST response is declared with <VAST> as its topmost element along with the version attribute indicating the official version with which the response is compliant. For example, a VAST 3.0 response is declared as follows: <VAST version="3.0">
<Ad>	This element contains all of the information necessary for the player to play and track the Ad creative. If multiple <Ad> elements are provided with sequence attributes, they must be played as a Pod when the Ad Pod format is supported. Available attributes for the <Ad> element: • id: is the identifier string of the ad • sequence: in which an ad or a pod should play
<Wrapper>	The <Wrapper> element contains a URI reference to a secondary or third party ad server. The destination ad server either provides the ad files within a VAST <Inline> ad element or may provide a secondary Wrapper ad, pointing to yet another ad server.
<Inline>	Within the nested elements of an <Inline> element are all the files and URIs necessary to display and track the ads. The last ad server in the ad supply chain serves an <Inline> element. Each <Ad> contains a single <Inline> or a <Wrapper> element , but never both.



Ad Response

Element	Description
<Impression>	Impression tracking URL that is used to track when an ad is played. The IAB Digital Video Measurement Guidelines requires that all of the impression URLs be requested when the ad is being played by the user. If any of the requests are delayed significantly, discrepancies may result in the participating ad serving system counts.
<Creatives>	This element provides details about the files for each creative to be included as part of the ad experience. Multiple <creative> may be provided in the form of <Linear>, or <Companions>.
<Advertiser>	This element is the name of the advertiser as defined by the ad serving party. It can be used to prevent displaying ads with advertiser competitors.
<Category>	This one provides the IAB category of an ad.
<Pricing>	3-letter ISO-4217 that identifies the currency of the value provided (ex: USD, EUR, GBP, AUS, CAD, ...)
<Linear>	A Linear Ad is an ad that plays in the same area as the content but not at the same time as the content, such as the pre-roll, mid-roll or post-roll

Ad Response

Element	Description
<MediaFiles>	Contains the URIs to the <MediaFile> to be downloaded or streamed for the Linear Creative. Depending to your needs, multiple creatives of the same kind may be provided in different formats and bitrates; AAC or MP3, 32-320 kbps; so that the <MediaFile> most suited to the user's device can be played. Other formats such as the ogg can be passed as well. Available attribute for the <MediaFile> element: • type: is the type of file container. For example: audio/mp3, audio/aac or audio/ogg
<TrackingEvents>	URIs to a tracking resource that the player should request when a specific event occurs during the playback of the Linear creative, such as the quartiles. The <Tracking> event types are as follows: • creativeView: is mainly used for Companions. This event indicates that an individual creative portion of the ad was viewed. An impression indicates the first frame of the ad was displayed; however an ad may be composed of multiple creative, or creative that only play on some platforms and not others. This event enables ad servers to track which ad creative are viewed.

Ad Response

Element	Description
<TrackingEvents>	• start: this event is used to indicate taht an individual creative within the ad was loaded and playback began. As with creativeView, this event is another way of tracking creative playback. • firstQuartile: the creative played for at least 25% of the total duration. • midpoint: the creative played for at least 50% of the total duration. • thirdQuartile: the creative played for at least 75% of the duration. • complete: The creative was played to the end at normal speed.
<CompanionAds>	Each <Companion> element must specify at least one resource file, such as a <StaticResource>. The resource used identifies the format of the creative file. • StaticResource: Describes non-html The player uses the creativeType information to determine how to display the resource: image/gif, image/jpeg, image/png VAST allows for multiple resource files in one <Companion> element. The video player should poll the resource files in each <Companion> element to find the most appropriate file to display.

Ad Response

Element	Description
<CompanionAds>	• <CompanionClickThrough> : provides a URL to an advertiser-related page when the user clicks the ad The <TrackingEvents> element may contain one or more <Tracking> elements, but the only event available for tracking under each Companion is the creativeView event. The creativeView event tracks whether the Companion creative was viewed. This view does not count as an impression because impressions are only counted for the Ad and the Companion is only one part of the Ad. Supported formats: JPEG, GIF, PNG Restrictions: 300x250 px only.
<Expires>	This timing (in seconds) indicates how long the ad is valid for execution. This element is useful for preventing an ad from playing after a timeout has occurred

11 Validating your integration



Validating your integration

These are the 4 steps to validate your VAST integration:

01

Test your implementation
(see the [Integration Checklist](#) section)

02

Define an integration validation week with your Integration Manager

03

Validate the Integration
(5 days)

04

Go live with production credentials

12 Channels Content Format





The values below are supported Apple Podcasts categories:

Arts

Books
Design
Fashion & Beauty
Food
Performing Arts
Visual Arts

Business

Careers
Entrepreneurship
Investing
Management
Marketing
Non-Profit

Comedy

Comedy Interviews
Improv
Stand-Up

Education

Courses
How To
Language Learning
Self-Improvement

Fiction

Comedy Fiction
Drama
Science Fiction

Government

History

Health & Fitness

Alternative Health
Fitness
Medicine
Mental Health
Nutrition
Sexuality

Kids & Family

Education for Kids
Parenting
Pets & Animals
Stories for Kids

Leisure

Animation & Manga
Automotive
Aviation
Crafts
Games
Hobbies
Home & Garden
Video Games

Music

Music Commentary
Music History
Music Interviews

News

Business News
Daily News
Entertainment News
News Commentary
Politics
Sports News
Tech News

Religion & Spirituality

Buddhism
Christianity
Hinduism
Islam
Judaism
Religion
Spirituality

Science

Astronomy
Chemistry
Earth Sciences
Life Sciences
Mathematics
Natural Sciences
Nature
Physics
Social Sciences

Society & Culture

Documentary
Personal Journals
Philosophy
Places & Travel
Relationships

Sports

Baseball
Basketball
Cricket
Fantasy Sports
Football
Golf
Hockey
Rugby
Running
Soccer
Swimming
Tennis
Volleyball
Wilderness
Wrestling

Technology

True Crime

TV & Film

After Shows
Film History
Film Interviews
Film Reviews
TV Reviews

See [Apple Podcasts supported categories](#) for more information on this categorization.

The values below are supported IAB categories:

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IAB1-2 Pop Culture (432)

IAB1-3 Fine Art (201)

IAB1-4 Humor and Satire (440)

IAB1-5 Movies (324)

IAB1-6 Music and Audio (338)

IAB1-7 Television (640)

IAB2 Automotive (1)

IAB2-1 Auto Parts (32)

IAB2-2 Auto Repair (34)

IAB2-3 Auto Buying and Selling (30)

IAB2-4 Car Culture (25)

IAB2-5 Certified Pre-Owned Cars (18)

IAB2-6 Convertible (8)

IAB2-7 Coupe (9)

IAB2-8 Crossover (10)

IAB2-10 Green Vehicles (22)

IAB2-11 Hatchback (11)

IAB2-12 Green Vehicles (22)

IAB2-13 Luxury Cars (23)

IAB2-14 Minivan (13)

IAB2-15 Motorcycles (27)

IAB2-16 Off-Road Vehicles (14)

IAB2-17 Performance Cars (24)

IAB2-18 Pickup Trucks (15)

IAB2-19 Road-Side Assistance (28)

IAB2-20 Sedan (4)

IAB2-21 Commercial Trucks (3)

IAB2-22 Classic Cars (19)

IAB2-23 Station Wagon (5)

IAB3 Business (53)

IAB3-1 Marketing and Advertising (58)

IAB3-2 Agriculture (102)

IAB3-3 Biotech and Biomedical Industry (119)

IAB3-4 Computer Software and Applications (602)

IAB3-5 Construction Industry (121)

IAB3-7 Government Business (77)

IAB3-8 Green Solutions (78)

IAB3-9 Human Resources (55)

IAB3-10 Logistics (57)

IAB3-11 Marketing and Advertising (58)

IAB3-12 Metals Industry (107)

IAB4 Careers (123)

IAB4-1 Career Planning (126)

IAB4-3 Student Financial Aid (395)

IAB4-4 Job Fairs (128)

IAB4-5 Job Search (127)

IAB4-6 Resume Writing and Advice (129)

IAB4-8 Student Financial Aid (395)

IAB4-9 Remote Working (130)

IAB4-11 Career Advice (125)

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IAB5-1 Secondary Education (135)

IAB5-2 Adult Education (133)

IAB5-5 College Education (137)

IAB5-8 Language Learning (147)

IAB5-9 Postgraduate Education (139)

IAB5-10 Homeschooling (145)

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IAB5-14 Special Education (136)

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IAB6-1 Adoption and Fostering (193)

IAB6-2 Parenting Babies and Toddlers (196)

IAB6-3 Daycare and Pre-School (194)

IAB6-4 Internet Safety (195)

IAB6-5 Parenting Children Aged 4-11 (197)

IAB6-6 Parenting Teens (198)

IAB6-7 Pregnancy (305)

IAB6-8 Special Needs Kids (199)

IAB6-9 Eldercare (190)

IAB7 Medical Health (286) & Healthy Living (223)

IAB7-1 Fitness and Exercise (225)

IAB7-2 Mental Health (301)

IAB7-3 Infectious Diseases (293)

IAB7-4 Allergies (288)

IAB7-5 Alternative Medicine (233)

IAB7-6 Bone and Joint Conditions (312)

IAB7-7 Lung and Respiratory Health (300)

IAB7-8 and IAB7-9 Mental Health (301)

IAB7-10 Brain and Nervous System Disorders (313)

IAB7-11 Cancer (314)

IAB7-12 Blood Disorders (306)

IAB7-13 Brain and Nervous System Disorders (313)

IAB7-14 Diseases and Conditions (287)

IAB7-15 Cold and Flu (315)

IAB7-16 Ear, Nose and Throat Conditions (289)

IAB7-17 Dental Health (316)

IAB7-18 Mental health (301)

IAB7-19 Skin and Dermatology (309)

IAB7-20 Endocrine and Metabolic Diseases (290)

IAB7-21 Brain and Nervous System Disorders (313)

IAB7-22 Digestive Disorders (318)

IAB7-23 Brain and Nervous System Disorders (313)

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IAB7-25 Herbs and Supplements (234)

IAB7-26 Holistic Health (235)

IAB7-27 & IAB7-29 Digestive Disorders (318)

IAB7-30 Infertility (304)

IAB7-31 Men's Health (228)

IAB7-32 Nutrition (229)

IAB7-33 Bone and Joint Conditions (312)

IAB7-35 Healthy Living (223)

IAB7-36 Physical Therapy (236)

IAB7-37 Mental Health (301)

IAB7-38 Healthy Living (223)

IAB7-39 Sexual Health (307)

IAB7-40 Sleep Disorders (310)

IAB7-41 Smoking Cessation (237)

IAB7-42 Substance Abuse (311)

IAB7-43 Thyroid Disorders (293)

IAB7-44 Weight Loss (231)

IAB7-45 Women's Health (238)

IAB8 Food & Drink (210)

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IAB8-2 Barbecues and Grilling (215)

IAB8-5, IAB8-18 Alcoholic Beverages (211)

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IAB8-8 Desserts and Baking (217)

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IAB8-17 Vegetarian Diets (213)

IAB9 Hobbies & Interests (239)

IAB9-1 Digital Arts (205)

IAB9-2 Arts and Crafts (248)

IAB9-3 Beadwork (249)

IAB9-4 Birdwatching (259)

IAB9-5 Board Games and Puzzles (270)

IAB9-6 Candle and Soap Making (250)

IAB9-7 Card Games (271)

IAB9-9 Cigars (260)

IAB9-10 Collecting (261)

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IAB9-12 Drawing and Sketching (251)

IAB9-13 Freelance Writing (266)

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IAB9-15 Content Production (264)

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IAB9-19 Jewelry Making (252)

IAB9-20 Magic and Illusion (241)

IAB9-21 Needlework (253)

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IAB9-26 Sci-fi and Fantasy (246)

IAB9-27 Scrapbooking (256)

IAB9-28 Screenwriting (267)

IAB9-29 Stamps and Coins (263)

IAB9-30 Video Gaming (680)

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IAB10-8 Landscaping (284)

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IAB11-2 Law (383)

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IAB12-2 National News (385)

IAB12-3 Local News (384)

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IAB13-3 Business and Finance (52)

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IAB13-6 Insurance (398)

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IAB15-2 Biological Sciences (465)
IAB15-3 Chemistry (466)
IAB15-4 Geology (470)
IAB15-5 Paranormal Phenomena (244)
IAB15-6 Physics (471)
IAB15-7 Space and Astronomy (472)
IAB15-8 Geography (469)
IAB15-9 Biological Sciences (465)
IAB15-10 Weather (390)

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IAB16-1 Fish and Aquariums (426)
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IAB16-4 Dogs (425)
IAB16-5 Large Animals (427)
IAB16-6 Reptiles (429)
IAB16-7 Veterinary Medicine (430)

IAB17 Sports (483)

IAB17-1 Auto Racing (518)
IAB17-2 Baseball (545)
IAB17-3 Cycling (492)
IAB17-4 Bodybuilding (549)
IAB17-5 Boxing (485)

IAB17-6 Canoeing and Kayaking (499)

IAB17-7 Cheerleading (486)

IAB17-8 Climbing (500)

IAB17-9 Cricket (491)

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IAB17-13 Fishing Sports (511)

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IAB17-17 Equine Sports (496)

IAB17-18 Hunting and Shooting (514)

IAB17-19 Inline Skating (516)

IAB17-20 Martial Arts (520)

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IAB17-22 Auto Racing (518)

IAB17-23 Olympic Sports (521)

IAB17-24 Paintball (501)

IAB17-25 Motorcycle Sports (519)

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IAB17-27 Ice Hockey (515)

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IAB17-29 Rugby (527)

IAB17-30 Running and Jogging (227)

IAB17-31 Sailing (530)

IAB17-32 Fishing Sports (511)

IAB17-33 Scuba Diving (502)

IAB17-34 Skateboarding (503)

IAB17-35 Skiing (531)

IAB17-36 Snowboarding (504)

IAB17-37 Surfing and Bodyboarding (505)

IAB17-38 Swimming (537)

IAB17-39 Table Tennis (538)

IAB17-40 Tennis (539)

IAB17-41 Volleyball (541)

IAB17-42 Walking (542)

IAB17-43 Waterskiing and Wakeboarding (506)

IAB17-44 Soccer (533)

IAB18 Style & Fashion (552)

IAB18-1 Beauty (553)

IAB18-2 Body Art (574)

IAB18-3 Women's Fashion (560)

IAB18-3 Men's Fashion (579)

IAB18-4 Men's Jewelry and Watches (581)

IAB18-4 Women's Jewelry and Watches (565)

IAB18-5 Women's Clothing (566)

IAB18-5 Men's Clothing (582)

IAB18-5 Designer Clothing (576)

IAB18-5 Children's Clothing (575)

IAB18-6 Women's Accessories (561)

IAB18-6 Men's Accessories (580)

IAB19 Technology & Computing (596)

IAB19-1 3-D Graphics (603)

IAB19-2 Computer Animation (610)

IAB19-3 Antivirus Software (608)

IAB19-4 Programming Languages (631)

IAB19-5 Cameras and Camcorders (633)

IAB19-6 Smartphones (635)

IAB19-8 Computer Networking (600)

IAB19-9 Computer Peripherals (601)

IAB19-11 Data Storage and Warehousing (616)

IAB19-12 Databases (611)

The values below are supported IAB categories:

IAB19-13 Desktop Publishing (612)

IAB19-15 Email (623)

IAB19-16 Graphics Software (614)

IAB19-17 Home Entertainment Systems (634)

IAB19-19 Programming Languages (631)

IAB19-20 Programming Languages (631)

IAB19-22 Digital Audio (613)

IAB19-23 Web Conferencing (607)

IAB19-24 Internet for Beginners (624)

IAB19-25 Information and Network Security (618)

IAB19-26 Tablets and E-readers (636)

IAB19-30 Shareware and Freeware (605)

IAB19-32 Programming Languages (631)

IAB19-34 Web Design and HTML (629)

IAB19-35 Search (627)

IAB20 Travel (653)

IAB20-1 Adventure Travel (665)

IAB20-2 Africa Travel (656)

IAB20-3 Air Travel (672)

IAB20-4 Australia and Oceania Travel (658)

IAB20-5 Bed & Breakfasts (674)

IAB20-6 Budget Travel (675)

IAB20-7 Business Travel (676)

IAB20-9 Camping (677)

IAB20-10, IAB 20-11 North America Travel (660)

IAB20-12 Cruises (678)

IAB2013, IAB20-14, IAB20-15, IAB20-16, IAB20-19,

IAB20-27 Europe Travel (659)

IAB20-17 Honeymoons and Getaways (667)

IAB20-18 Hotels and Motels (668)

IAB20-21, IAB20-23 South America Travel (662)

IAB20-24 Spas (671)

IAB20-25 Amusement and Theme Parks (151)

IAB20-26 Family Travel (666)

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IAB21-1 Apartments (442)

IAB21-3 Real Estate Buying and Selling (451)

IAB22 Shopping (473)

IAB22-1 Sales and Promotions (481)

IAB22-2 Coupons and Discounts (474)

IAB23 Religion & Spirituality (453)

IAB21-1 Religion & Spirituality (453)

IAB23-2 Agnosticism (454)

IAB23-3 Buddhism (458)

IAB21-4 Christianity (459)

IAB23-6 Hinduism (460)

IAB23-7 Islam (461)

IAB23-8 Judaism (462)

See [IAB Content Taxonomy 2.2](#) for information on the IAB Content Taxonomy.

The values below are supported Targetspot categories:

00's	New Age/Ambient	Podcasting - Downloads
70's	News	Podcasting - Downloads - Art/Hobbies
80's	Oldies	Podcasting - Downloads - Business/Technology
90's	Religious	Podcasting - Downloads - Education/Science
Active Rock	Rhythmic CHR	Podcasting - Downloads - Entertainment/Music
Adult Contemporary	Rhythmic Oldies	Podcasting - Downloads - Family
Adult Rock	Seasonal/Holiday	Podcasting - Downloads - Food
Adult Standards	Social	Podcasting - Downloads - Health
Alternative/Modern Rock	Soft Adult Contemporary	Podcasting - Downloads - Spirituality/Religion
Blues	Soundtracks	Podcasting - Downloads - Self Help
Business	Spanish	Podcasting - Downloads - News/Politics
Classic Country	Spanish - Adult Hits	Podcasting - Downloads - Sports
Classic Hits	Spanish - Contemporary	Podcasting - Downloads - Lifestyle/Women
Classic Rock	Spanish - English	
Classical	Spanish - Hispanic	Podcasting - Streaming
Classical/Soundtracks	Spanish - Latino/Urban	Podcasting - Streaming - Art/Hobbies
Comedy	Spanish - Mexican Regional	Podcasting - Streaming - Business/Technology
Contemporary Hits Radio	Spanish - News/Talk/Sport	Podcasting - Streaming - Education/Science
Country	Spanish - Rock En Español	Podcasting - Streaming - Entertainment/Music
Dance	Spanish - Romantica	Podcasting - Streaming - Family
Folk/Americana/Bluegrass	Spanish - Tejano	Podcasting - Streaming - Food
Gaming	Sports	Podcasting - Streaming - Health
Gospel	Talk	Podcasting - Streaming - Lifestyle/Women
Hip Hop/Rap	Talk Personality	Podcasting - Streaming - News/Politics
Hot Adult Contemporary	Urban Adult Contemporary	Podcasting - Streaming - Self Help
International	Urban Contemporary	Podcasting - Streaming - Spirituality/Religion
Jack	Urban Talk	Podcasting - Streaming - Sports
Jazz	Variety	
Jazz/Blues	Youth	
Metal/Goth		

The values below are supported Shoutcast genres:

0 – 9

00s

30s

40s

50s

60s

70s

80s

90s

A

Acid House

Acid Jazz

Acoustic Blues

Adult

Adult Album Alternative

Adult Alternative

Adult Contemporary

African

Afrikaans

Alt Country

Alternative

Alternative Folk

Alternative Rap

Ambient

Americana

Anime

Anniversary

Arabic

Asian

Avant Garde

B

Bachata

Banda

Barbershop

Baroque

Best Of

Big Band

Big Beat

Birthday

Black Metal

BlogTalk

Bluegrass

Blues

Bollywood

Bop

Bossa Nova

Brazilian

Breakbeat

British Invasion

Britpop

Bubblegum Pop

C

Cajun and Zydeco

Caribbean

Celtic

Celtic Rock

Chamber

Chicago Blues

Chill

Chinese

Choral

Christian

Christian Metal

Christian Rap

Christian Rock

Christmas

Classic Alternative

Classic Christian

Classic Country

Classic Jazz

Classic Metal

Classic R&B

Classic Rock

Classical

Classical Period

College

College

Comedy

Community

Contemporary Bluegrass

Contemporary Blues

Contemporary Country

Contemporary Folk

Contemporary Gospel

Contemporary R&B

Contemporary Reggae

Cool Jazz

Country

Country Blues

Creole

Cumbia

D

Dance

Dance Pop

Dancehall

Dancepunk

Death Metal

Decades

Delta Blues

Demo

Dirty South

Disco

Doo Wop

Downtempo

Dream Pop

Drum and Bass

Dub

Dubstep

E

Early Classical

East Coast Rap

Easy Listening

Eclectic

Educational

Electric Blues

Electro

Electronic

Emo

Environmental

Ethnic Fusion

European

Exotica

Experimental

Extreme Metal

F

Female

Filipino

Flamenco

Folk

Folk Rock

Freestyle

French

Funk

Fusion

G

Gangsta Rap

Garage

Garage Rock

German

Glam

Gospel

Goth

Government

Greek

Grindcore

Grunge

H

Hair Metal

Halloween

Hanukkah

Hard Bop

Hard House

Hard Rock

Hardcore

Hawaiian and Pacific

Healing

Heartache

Heavy Metal

Hebrew

Hindi

Hip Hop

Honeymoon

Honky Tonk

Hot Country Hits

House

I

IDM

Idols

Impressionist

Indian

Indie Pop

Indie Rock

Industrial

Inspirational

Instrumental

International

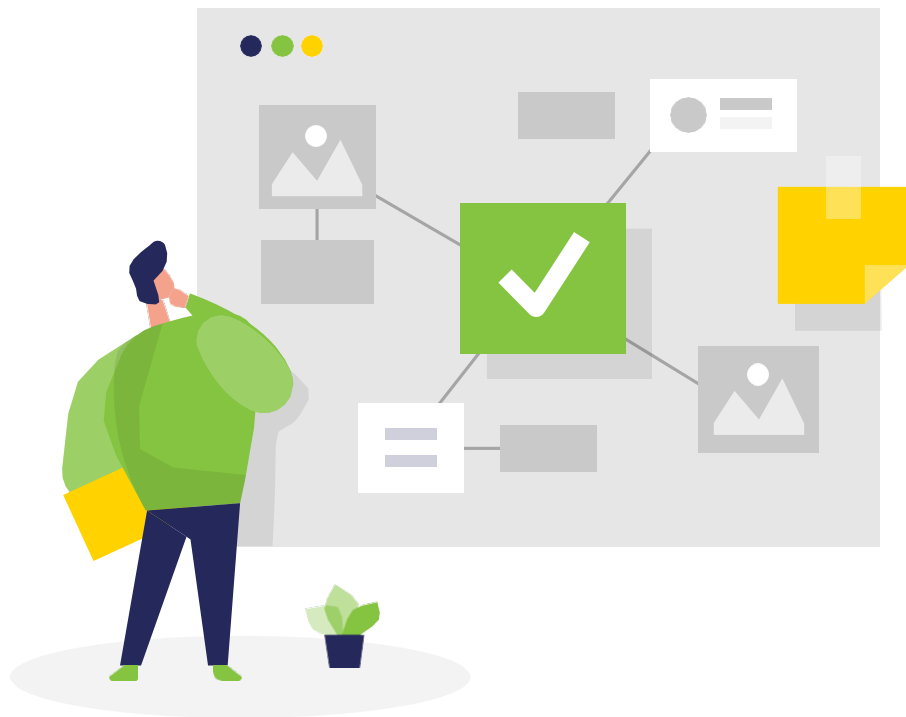
Islamic

The values below are supported Shoutcast genres:

J	Mediterranean	P	Reggae	Spoken Word	Urban Contemporary
Jam Bands	Merengue	Party Mix	Reggae Roots	Sports	
Japanese	Metal	Patriotic	Reggaeton	Surf	V
Jazz	Metalcore	Piano	Regional Mexican	Swing	Valentine
JPOP	Middle Eastern	Piano Rock	Rock	Symphony	Video Game Music
JROCK	Misc	Political	Rock & Roll		Vocal Jazz
Jungle	Mixtapes	Polka	Rock Steady	T	
	Modern	Pop	Rockabilly	Talk	W
K	Modern Rock	Pop Reggae	Romantic	Tamil	Weather
Kids	Motown	Post Punk	Russian	Tango	Wedding
Klezmer		Power Metal		Techno	West Coast Rap
Korean	N	Power Pop	S	Technology	Western
KPOP	Neo Soul	Praise and Worship	Salsa	Teen Pop	Winter
Kwanzaa	New Acoustic	Prog Rock	Samba	Tejano	Work Mix
	New Age	Progressive	Scanner	Themes	World Folk
L	New Wave	Progressive Metal	Seasonal and Holiday	Thrash Metal	World Fusion
Latin	News	Psychedelic	Sermons and Services	Top 40	World Pop
Latin Dance	News	Public Radio	Sexy	Traditional Folk	Worldbeat
Latin Jazz	Noise Pop	Punk	Showtunes	Traditional Gospel	
Latin Pop	North American	Q	Shuffle	Trance	X
Latin Rap and Hip Hop		Quiet Storm	Singer and Songwriter	Travel Mix	Xtreme
Latin Rock	O		Ska	Tribal	
LGBT	Old School	R	Smooth Jazz	Tribute	Z
Light Rock	Old Time	R&B and Urban	Soca	Trip Hop	Zouk
LoFi	Old Time Radio	Ragga	Soft Rock	Trippy	
Lounge	Oldies	Rainy Day Mix	Soul	Tropicalia	
Love and Romance	Opera	Ranchera	Soundtracks	Turkish	
	Orchestral Pop	Rap	South American	Turntablism	
M	Original Score	Rap Metal	Southern Gospel		
Mariachi	Other Talk	Reality	Space Age Pop	U	
Meditation			Spiritual	Underground Hip Hop	

The values below are supported Adswizz genres:

Adult Contemporary	Metal
Alternative	Music
Arts	News
Business	Oldies
Christmas	Politics
Classic Rock	Public
Classical	Religion and Spirituality
Comedy	Rock
Controversial	Schlager
Country	Science
Easy Listening	Society and Culture
Education	Sports
Electronic	Talk
Explicit	Talk
Fiction	Technology
Games and Hobbies	Top40/Hits - Pop
Government and Organizations	True Crime
Health	TV and Film
History	Urban - Hip-Hop
Jazz	World
Kids and Family	



Integration Support: integrations@targetspot.com

