The logo features a large white circle centered on a dark red background. Inside the white circle, the text "OpenRTB" is written in a bold, black, sans-serif font. Below it, "2.x" is written in a larger, bold, black, sans-serif font. At the bottom of the white circle, the text "DOOH Support from Tech Lab" is written in a smaller, black, sans-serif font.

**OpenRTB**

**2.x**

DOOH Support from Tech Lab

**Member-driven,  
member-developed**

**750+ companies**

**20+ working groups**

**2500+ participants**

**40+ countries**



**Shared resources &  
benefits**

**Interoperable, efficient  
base for innovation**

**neutral, collaborative,  
transparent,  
non-profit org**



**iab.**  
**TECH LAB**



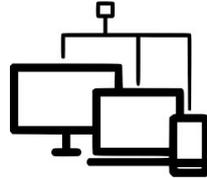
**Engage a global  
member community  
to develop  
foundational  
technology and  
standards that  
enable growth and  
trust in the digital  
media ecosystem**

# Why We Need Technical Standards

To help advance and grow the digital media ecosystem by:



Reducing product development efforts & costs



Improving interoperability & quality



Increasing speed to market



Fueling market innovation



Mitigating risks



As with other essential technologies, Tech Lab standards are indispensable for the growth and health of the digital media ecosystem

New Ad Portfolio  
MRAID  
SIMID  
sellers.json  
DataLabel.org  
Addressability  
OM SDK  
OpenRTB  
content taxonomy  
CPRA  
T VAST PETS  
app-ads.txt  
ads.txt  
SafeFrames  
Accountability  
Global Privacy Platform  
CATS  
Podcast Measurement



**Ads.txt** has been adopted by millions of companies globally  
All data available in **Transparency Center**



220+ companies adopted **sellers.json** globally in <6 months.  
All data available in **Transparency Center**



100+ **OM SDK** certified integrations (1/2 non-US) ; on 2B+ devices  
All data available in **Transparency Center**

# 2.6-202211 DOOH Release

# DOOH

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This release enables a standard implementation of the OpenRTB Bid Request in OOH based on the OpenRTB 2.6 standard.

Various interpretations and implementations of OpenRTB to Out-Of-Home (OOH) advertising by SSPs and DSPs over the past decade has led to a situation where every SSP has to create a custom implementation to a DSP and vice versa

This release:

- Details the unique differences between trading the online world of digital display and real-world aspects of Outdoor display
- Describes the OpenRTB extensions and conventions required to bring OOH to the OpenRTB marketplace in a standardized way.
- Shows the implementation of the OOH recommendations in bid request and bid response scenarios

# DOOH

In addition to the Digital Out of Home (3.2.32) object, items have been directly to Object: Imp (3.2.4) to support needs surfaced by DOOH, but which may be used by anyone that deems them useful (eg. linear TV, broadcast radio).

imp.qty includes a multiplier for DOOH auctions that indicates the number of impressions each auctions represents, as well as a means of passing the measurement vendor that provided the multiplier.

imp.dt (delivery time) refers to the timestamp of when the ad is expected to render on the device.

The full implementation guide can be found [here](#)

### 3.2.31 - Object: Qty

A programmatic impression is often referred to as a 'spot' in digital out-of-home and CTV, with an impression being a unique member of the audience viewing it. Therefore, a standard means of passing a multiplier in the bid request, representing the total quantity of impressions, is required. This object includes the impression multiplier, and describes the source of the multiplier value.

Attribute	Type	Description
multiplier	float; required	The quantity of billable events which will be deemed to have occurred if this item is purchased. For example, a DOOH opportunity may be considered to be 14.2 impressions. Equivalent to qtyft in Open 3.0.
sourcetype	integer; recommended	The source type of the quantity measurement, ie. publisher. Refer to the list <a href="https://github.com/InteractiveAdvertisingBureau/AdCOM/blob/master/AdCOM%20v1.0%20FINAL.md#multiplier-measurement-source-types-">https://github.com/InteractiveAdvertisingBureau/AdCOM/blob/master/AdCOM%20v1.0%20FINAL.md#multiplier-measurement-source-types-</a>
vendor	string; required if sourcetype is present and	The top level business domain name of the measurement vendor providing the quantity measuremer

### 3.2.32 - Object: DOOH

This object should be included if the ad supported content is a Digital Out-Of-Home screen. A bid request with a DOOH object must not contain a site or app object. At a minimum, it is useful to provide id and/or venuetypeid, but this is not strictly required.

Attribute	Type	Description
id	string; recommended	Exchange provided id for a placement or logical grouping of placements.
name	string	Name of the dooh placement.
venuetype	string, array	The type of out-of-home venue. The taxonomy to be used is defined by the venuetax field. If no venue field is supplied, The OpenOOH Venue Taxonomy is assumed. <a href="https://github.com/openooh/venue-taxonomy/blob/main/specification-1.0.md">https://github.com/openooh/venue-taxonomy/blob/main/specification-1.0.md</a>
venuetyetax	integer; default 1	The venue taxonomy in use. Refer to list <a href="https://github.com/InteractiveAdvertisingBureau/AdCOM/blob/master/AdCOM%20v1.0%20FINAL.md#venue-taxonomies-">https://github.com/InteractiveAdvertisingBureau/AdCOM/blob/master/AdCOM%20v1.0%20FINAL.md#venue-taxonomies-</a>
publisher	object	Details about the publisher of the placement.
domain	string	Domain of the inventory owner (e.g., "mysite.foo.com")
keywords	string	Comma separated list of keywords about the DOOH placement.
content	object	Details about the Content within the DOOH placement.
ext	object	Placeholder for exchange-specific extensions to OpenRTB.

# Thank You

Questions?

