iOS14 & Standards Updates

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IAB Australia Webinar Series
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Agenda

- **About Tech Lab**

- **iOS 14 updates (& some takes!)**

- **Related OpenRTB updates**

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We Support Local/National IABs and Their Members, Globally

iab. Market Development
(supporting sales/marketing)

- Education & certification
- Research
- Public policy
- Guidelines & business standards
- Events & networking

PROPRIETARY **INNOVATION**

- Product/Service development
- Operational innovation

- Packaging & pricing
- Competition

iab. TECH LAB Technical Standards
(supporting product development)

- Standardized protocols & specifications
- Software & tools
- Compliance programs
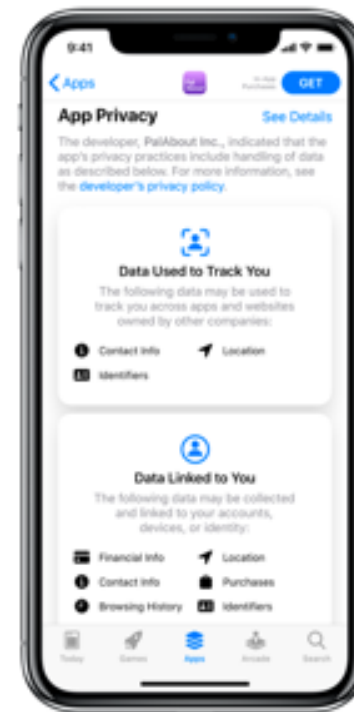- Supporting education & events

iOS 14 updates (related to privacy & advertising)

- Changes to IDFA

- App store "privacy transparency"

- App install attribution

- Precise Geo-location

- Privacy report around "tracking" companies

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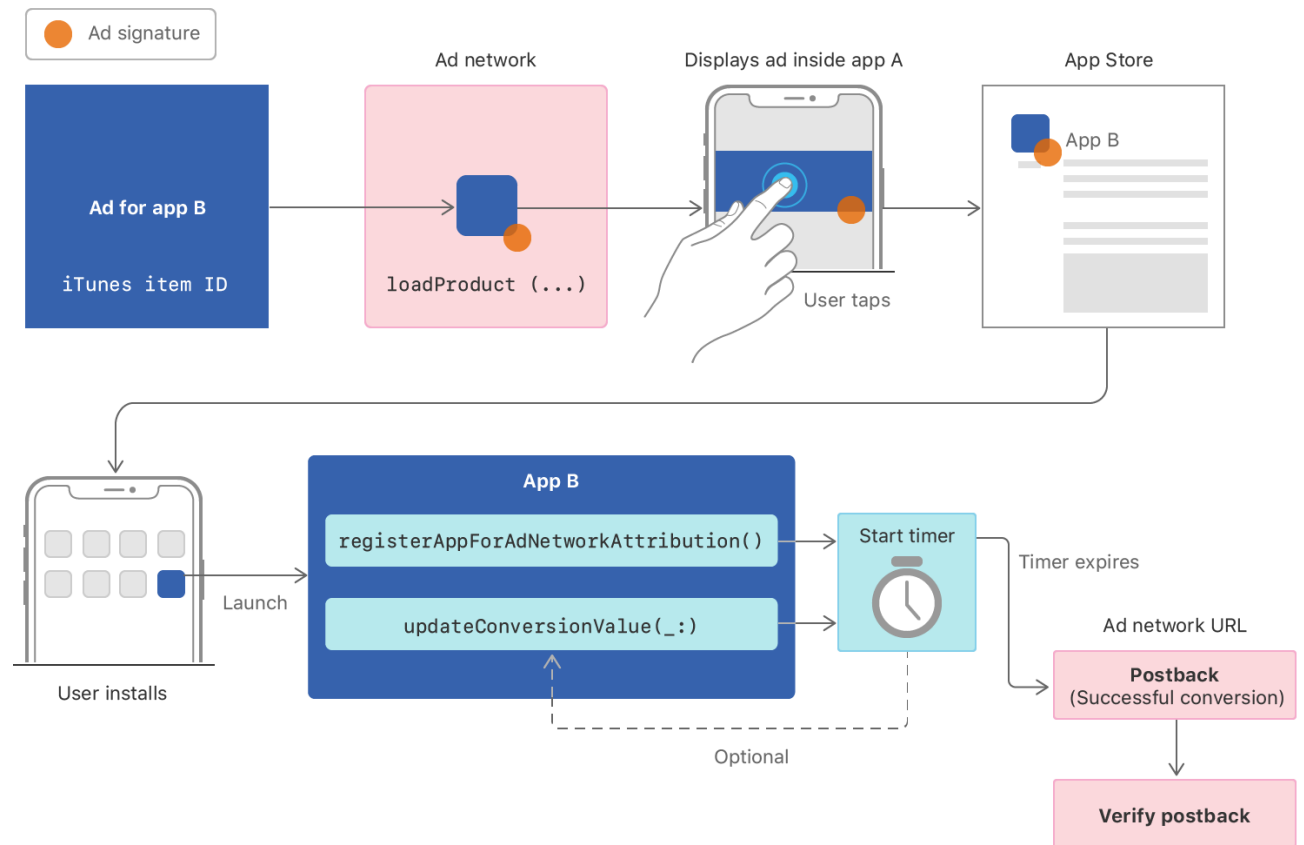# Changes to IDFA & App store privacy transparency

- New popup
- Authorization status
- IDFV

- Privacy notice / "nutrition label"

App Install attribution

- **SKAdNetwork API**
- *"Ad networks"*
- *"Source apps"*
- *"Advertised apps"*

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Takes across the industry…

- Good to see emphasis on user privacy
- End of IDFA and attribution as we know it on iOS?
    - Workarounds… (unlikely to work)
    - Contextual targeting
- Consent fatigue, conflict…
    - GDPR, TCF…
- Proprietary => …challenging
    - iOS specific extension…

- Facebook SDK …

TL Standards updates - in the works

1. A device extension - to support passing the IDFV and the "authorization status".

2. A Bid Request extension & A Bid Response extension - for SKAdNetwork ID support

3. Guidance (and potentially tools) for app developers to help manage their Info.plists and work with various SDKs

4. 2 additional proposals for the future to manage SKAdNetwork ID transmission more efficiently

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TL Standards updates - in the works

Object: `BidRequest.device.ext`

If the IDFA is not available, DSPs require an alternative, limited-scope identifier in order to provide basic frequency capping functionality to advertisers. The IDFV is the same for apps from the same vendor but different across vendors. Please refer to Apple's Guidelines for further information about when it can be accessed and used.

DSPs may also want to understand what is the status of a user on iOS 14+. The `atts` field will pass the AppTrackingTransparency Framework's authorization status.

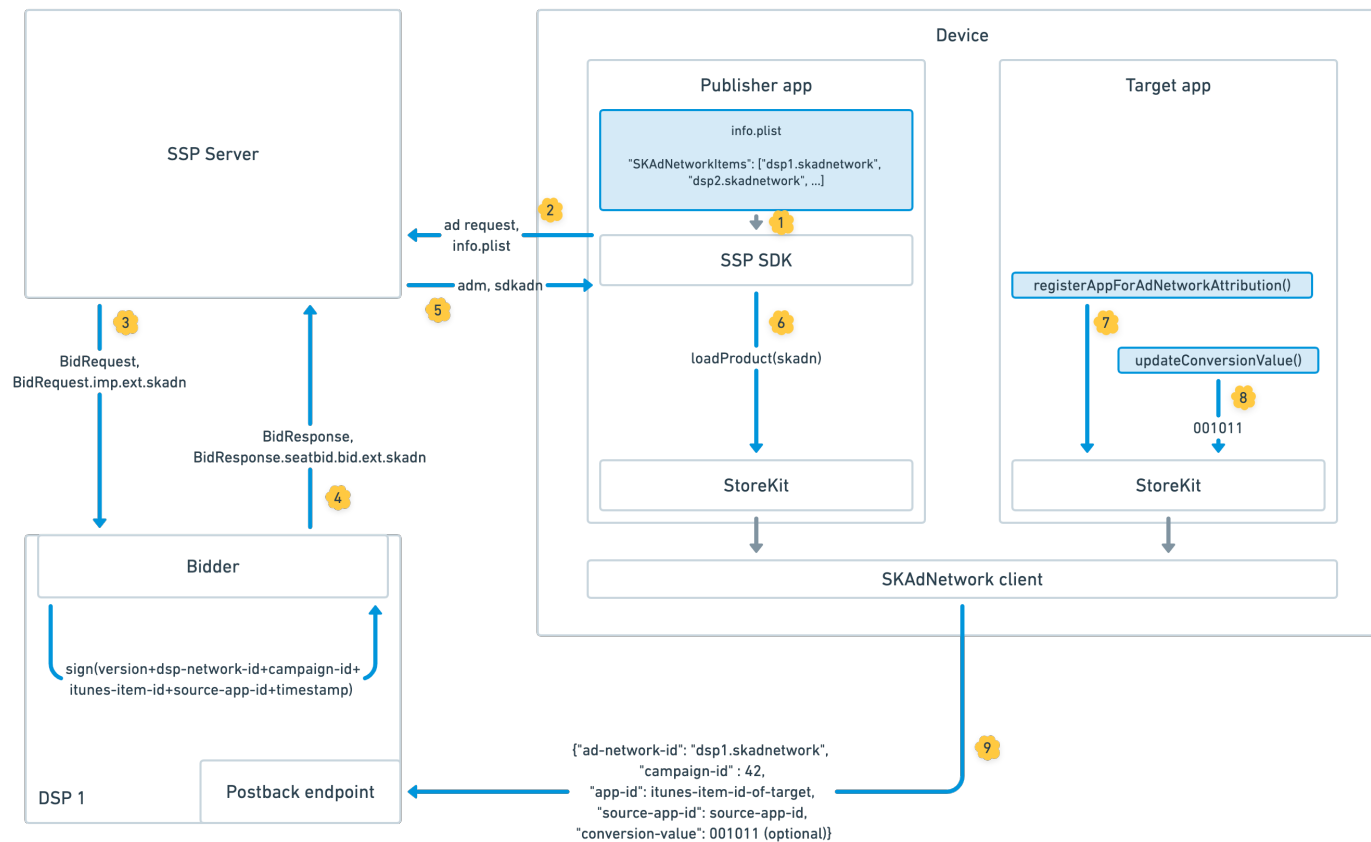| Attribute	Description	Type	Example
atts	(iOS Only) An integer passed to represent the app's app tracking authorization status, where 0 = not determined 1 = restricted 2 = denied 3 = authorized	integer	"atts": 3
ifv	IDFV of the device in that publisher. Only passed when IDFA (`BidRequest.device.ifa`) is unavailable or all zeros. Listed as ifv to match ifa field format.	string	"ifv": "336F2BC0-245B-4242-8029-83762AB47B15"

Bid request

Object: `BidRequest.imp.ext.skadn`

If a DSP has at least one SKAdNetworkItem in the publisher app's `Info.plist` we would include a new object in the bid request that provides the necessary information to create a signature. Object would only be present if both the SSP SDK version and the OS version (iOS 14.0+) support SKAdNetwork.

Attribute	Description	Type	Example
version	Version of skadnetwork supported. Always "2.0" or higher. Dependent on both the OS version and the SDK version.	string	"version": "2.0"
sourceapp	ID of publisher app in Apple's App Store. Should match `app.bundle` in OpenRTB 2.x and `app.storeid` in AdCOM 1.x	string	"sourceapp": "880047117"
skadnetids	A subset of SKAdNetworkItem entries in the publisher app's Info.plist that are relevant to the DSP. Recommended that this list not exceed 20.	array	"skadnetids": ["cDkw7geQsH.skadnetwork", "qyJfv329m4.skadnetwork"]
ext	Placeholder for exchange-specific extensions to OpenRTB.	object	"ext": {}

Object: `BidResponse.seatbid.bid.ext.skadn`

Attribute	Description	Type	Example
version	Version of SKAdNetwork desired. Must be 2.0 or above.	string	"version": "2.0"
network	Ad network identifier used in signature. Should match one of the items in the skadnetids array in the request	string	"network": "cDkw7geQsH.skadnetwork"
campaign	Campaign ID compatible with Apple's spec. As of 2.0, should be an integer between 1 and 100, expressed as a string	string	"campaign": "45"
itunesitem	ID of advertiser's app in Apple's app store. Should match `BidResponse.seatbid.bid.bundle`	string	"itunesitem": "123456789"
nonce	An id unique to each ad response. Refer to Apple's documentation for the proper UUID format requirements	string	"nonce": "473b1a16-b4ef-43ad-9591-fcf3aefa82a7"
sourceapp	ID of publisher's app in Apple's app store. Should match `BidRequest.imp.ext.skad.sourceapp`	string	"sourceapp": "880047117"
timestamp	Unix time in millis string used at the time of signature	string	"timestamp": "1594406341"
signature	SKAdNetwork signature as specified by Apple	string	"signature": "MEQCIEQlmZRNfYzK..."
ext	Placeholder for exchange-specific extensions to OpenRTB.	object	"ext": {}

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Note: This is work in progress… please wait for the final specs!

TL Standards updates - in the works

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The responsibilities of each participant when using the SKAdNetwork specifications are as follows.

SSP/SDK responsibilities are to:

1. Provide publishers with access to their buying entities SKAdNetwork IDs through a publicly hosted lists on their own business domain
2. Support OpenRTB extension objects: `BidRequest.imp.ext.skadn` & `BidResponse.imp.ext.skadn`
3. Provide signed ads to the source app by calling `loadProduct()` with the appropriate data returned on the bid response

🔗 **DSP/intermediary/buying entities responsibilities are to:**

1. Provide SKAdNetwork IDs to each supply partner
2. Support OpenRTB extension objects: `BidRequest.imp.ext.skadn` & `BidResponse.imp.ext.skadn`
3. Return all necessary signed parameters to SSP/SDK to facilitate ad signatures and receive install validation postbacks at endpoint established during SKAdNetwork registration with Apple

Publishers/source app's responsibilities are to:

1. Add the ad network's ID to its Info.plist
2. Update Info.plist with new entries added to the SSP/SDK publicly hosted lists when publishing new app versions to the App Store

Regulatory Guidance

OpenRTB implementations will need to ensure compliance on every transaction with all applicable regional legislation.

Note: This is work in progress… please wait for the final specs!

What can I do?

- If relevant, apply for an SKAdNetworkID with Apple immediately

- Join and/or Review the IAB Tech Lab Programmatic Working Group SKAdNetwork extensions (coming soon)

- Join Project Rearc!

- Wait…

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