

# Quality Criteria Connected TV

## Preamble

The following quality criteria serve as a guideline for best possible monetisation of CTV inventory in Europe. The contents of this guideline are based on market developments over the past 24 months. The performance values are assessed by RTL AdAlliance through the use of smartclip's proprietary systems as well as leading ad verification providers.

Failure to comply with or violations of the criteria could result in deactivation and/or loss of revenue; a knowing or unknowing disregard of the criteria leads to a detailed analysis as a first step. Thus, implementation and respect for the guidelines not only honour buyers' expectations but are also linked primarily to the best possible generation of sales.

## Publisher Requirements

- Installation and regular maintenance of an ads.txt and/or app-ads.txt file; guarantee from publisher that all inventory is properly authorised.
- Correct transmission of the consent string signal according to TCF 2.2 (EU only).
- Correct transfer of App Store URLs.
- No violation of applicable law. Compliance with legal safety regulations is obligatory.
- Invalid traffic (IVT) needs to be avoided. In the event that the IVT rate surpasses the predefined threshold, RTL AdAlliance reserves the right to deactivate the publisher.
- Correct transmission of SupplyChain nodes according to the IAB SupplyChain Object specifications if all or parts of the inventory are not independently owned and operated.
- Implementation of an openly accessible sellers.json file according to the IAB specifications if the publisher belongs to either of the seller types BOTH or INTERMEDIARY.
- Correct delivery of Content Objects information according to IAB OpenRTB 2.6 specifications, especially genre (congenre), title (contitle), length in seconds (conlen), and live status (conlive).
- Correct transfer of Identifier for Advertising (IFA) across all OTT devices (smart TVs, video game consoles, streaming devices — excluding desktops/laptops and phones/tablets)\*.
- Enabling viewability measurement is required via the OM SDK & OMID standards set by the IAB on the currently supported platforms: Apple TV, Android TV, and Fire TV.

\*Outdated devices unable to support this identifier are excluded from this rule.

## Player Requirements

- In-stream video ads must be served into and executed by a video player.
- The user views the ad right before or during the content in a linear way (no overlay video ads).
- The video player must be placed in a fixed position on the full screen of the CTV device and starts with the sound on.
- The player must not be so large in such a way that prevents it from being fully visible within the viewport.
- Player technology exhibits consistent behaviour.
- High-quality picture, sound, and audio are required.
- Content must be in video format; annotated photo slideshows are of lesser quality.
- Pre-rolls: The length of the content should be at least three times the length of the advertisement (CBA standard).
- The player pauses when less than 50% visible.
- No skippable ads.
- No looped playing of the same video content.
- The player must include relevant player controls (e.g., pause button).
- The player must be able to display all information as required by Article 26 of the Digital Services Act (EU only).

## Placement Requirements

- User-generated content must be reviewed by the publisher’s editorial team or approved by RTL AdAlliance.
- The video player must not overlay or be overlaid by other page elements or advertisements; overlay ads or video content that cover the in-stream player to any degree are not permitted.
- Only one video ad is allowed to play at a time within the viewport.
- The video ad must be placed within the full-screen video player of the actual content; placement on the app’s site maps is not permitted.
- Ad clutter must be avoided in the player environment.