Quality Criteria In-App Gaming

Preamble

The following quality criteria serve as a guideline for best possible monetisation of rewarded in-app gaming 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 transfer of the referrer and/or BundleIDs.
– Correct transmission of the consent string signal according to TCF 2.2 (EU only).
– Correct transfer of the App Store URL for in-app inventory.
– Enabling viewability measurement is required via the OM SDK & OMID standards set by the IAB is required, and VAST4 must be supported.
– 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 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.

Player Requirements

These are the minimum requirements for in-stream ads in terms of quality and transparency.
– In-stream video ads are served into and executed by a video player.
– The video player is placed in a fixed position within the app in full-screen mode.
– 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.
– Skippable ads are not permitted.

- Only rewarded videos ads* including the interaction via click by the user are allowed. Every other player setting must be approved individually.
- The video player must execute the in-stream ads before, during, or after the content, always under the premise of a rewarded video ad integration.
- The user views the ad right before, during, or after the content in a linear way (no overlay video ads).
- The required video start is click-to-play or pre-click-to-play with sound on by default.
- No looped playing of the same video content.
- The player must be able to display all information as required by Article 26 of the Digital Services Act (EU only).

*Premium ads that offer consumers something in exchange for providing their time and attention.

Placement Requirements

- User-generated content needs to be reviewed by the publisher's editorial team or approved by RTL AdAlliance.
- Prevention of ad clutter in the player environment.
- Only one video ad is allowed to play at a time within the viewport.
- Display video ads are not allowed.