TiVo Advertising Delivery Specification

Version 1.1
1. Introduction

This document will help guide you through the integration steps necessary to get video ads from TiVo to support the Inventory Share Model. Note that it is not required to get video ads from TiVo for the Adjusted Net Revenue Share Model.

The following simplified architecture diagram shows the interactions of the key components:

When the TiVo Client initiates playback of a stream, it calls the URL with a set of parameters as defined in section 2. These parameters contain data that is required to get video ads from TiVo. Hence the SSAI System must pass these parameters to the TiVo Ad Proxy when making the ad request. The TiVo Ad Proxy will then be able to return video ads to SSAI System.
## 2. Stream Request Parameters

The TiVo Client populates and passes the following parameters within the content URL when initiating playback. These parameters are required to get video ads from the TiVo Ad Proxy (and some will also be needed for fulfilling the reporting obligations as specified in Content Partner Reporting Requirements).

<table>
<thead>
<tr>
<th>Key Name</th>
<th>Description</th>
<th>Required</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>contentType</td>
<td>Type of content</td>
<td>N</td>
<td>Linear, VOD</td>
</tr>
<tr>
<td>channelname</td>
<td>Channel identifier</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>partnername</td>
<td>Name of publisher partner</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>mvpd</td>
<td>Assuming the device is an MSO device, MVPD will be passed in the ad request</td>
<td>Y</td>
<td>abb, armstrong, astound, blueridge, buckeye, cableco, cableone, cmcsartl, cogeco, entouch, evo, frontier, gci, grande, mediacom, midco, nctc, rcn</td>
</tr>
</tbody>
</table>

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### Ad Requests

The content partner SSAI System will need to parse the parameters from the content URL and pass them in the ad request to the TiVo Proxy. The ad requests to the TiVo Proxy should be made in near real-time. Otherwise, the pixels will become stale and the ads may no longer be relevant. Ad requests to the TiVo Ad Proxy should not be made more than 1-2 minutes in advance of the ad airing.

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Following are the URLs for staging and production:

- **Staging Integration Testing**
  - URL: [https://stage.adgwy.tivo.com](https://stage.adgwy.tivo.com)

- **Production Endpoint**
  - URL: [https://prod.adgwy.tivo.com](https://prod.adgwy.tivo.com)

### 4. Ad Response

The ad response will be either a VAST in-line or wrapper response. In cases where a wrapper response is returned, it’s the publisher’s responsibility to parse all wrapper responses, maintaining all tracking pixels, until an in-line response is reached.

### 5. Pixel Tracking

The following tracking pixels must be fired according to the definitions defined below:
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Required</th>
<th>Values</th>
</tr>
</thead>
</table>
| event | The name of the event to track. There can be more than one URL for the same event.  
“Impression” indicates that the Video was made available for the user while start indicates the video actually started. In the case where the video is started automatically, impression and start should be fired at the same time. In the case where user has to click on the video to start playing, impression should be fired when the UI was updated with the ad and start should be fired when user clicks on the video and plays it.  
First quartile, midpoint, third quartile and complete events refer to the progression - to be fired when the user has seen 25%, 50%, 75% and 100% of the video. | Y        | One of:  
• Impression  
• Start  
• midpoint  
• firstquartile  
• thirdQuartile  
• complete |