

Vidverto: CTV Ad Integration Guide

To monetize with Google AdX demand through Vidverto, your app must send a fully populated VAST request containing these key parameters:

Parameter	Description
ifa=	Unique advertising ID per device
ip=	User’s IP address
ua=	User-Agent (device & platform info)
app_bundle=	Unique identifier for your app
app_name=	App name as listed in the store
width=	Video player/screen width
height=	Video player/screen height
cb=	Cachebuster (timestamp or random)

These parameters are appended to the VAST tag provided by Vidverto, for example:

```
https://ad.vidverto.io/vast?zone=12345&ifa=[IFA]&ip=[IP]&ua=[USER_AGENT]&app_name=[APP_NAME]&app_bundle=[BUNDLE]&width=[WIDTH]&height=[HEIGHT]&cb=[CACHEBUSTER]
```

 **Note:** You **do not need to send the IP address** — it will be automatically detected by Vidverto from the ad request headers.

Platform-Specific Developer Instructions

Roku

 Where to Log In:

- URL: <https://developer.roku.com/>
- Go to My Channels → Select your app → Copy the Channel ID from the URL.

✓ Where to Find Code:

- Project directory → source/
 - Look in Main.brs, AdScreen.brs, or wherever ads are triggered.

✓ Extract Parameters from Code:

```
deviceInfo = CreateObject("roDeviceInfo")
```

```
ifa = deviceInfo.GetAdvertisingId()
```

```
width, height = deviceInfo.GetDisplaySize()
```

```
model = deviceInfo.GetModel()
```

' Optional (manual or from metadata):

```
appName = "Your App Name"
```

```
appBundle = "de3fbd8fcf5b5f353d89a15aa033d25d" ' Roku Channel ID
```

✓ Insert into VAST Tag

Amazon Fire TV / Android TV

✓ Where to Log In:

- URL: <https://developer.amazon.com/>
- Go to Apps & Services → Select your app → Copy App Name and Package (Bundle) ID.

✓ Where to Find Code:

- MainActivity.java, AdLoader.java, or wherever VAST requests are made.

✓ Extract Parameters from Code:

```
AdvertisingIdClient.Info adInfo = AdvertisingIdClient.getAdvertisingIdInfo(context);
```

```
String ifa = adInfo.getId();
```

```
DisplayMetrics metrics = context.getResources().getDisplayMetrics();
```

```
int width = metrics.widthPixels;
```

```
int height = metrics.heightPixels;
```

```
String ua = System.getProperty("http.agent");
```

```
String appName =  
context.getApplicationInfo().loadLabel(context.getPackageManager()).toString();
```

```
String appBundle = context.getPackageName();
```

```
String cb = String.valueOf(System.currentTimeMillis());
```

✅ Insert into VAST Tag:

```
String vastUrl = "https://ad.vidverto.io/vast?zone=12345"
```

```
    + "&ifa=" + ifa
```

```
    + "&ip=" + userIp
```

```
    + "&ua=" + URLEncoder.encode(ua, "UTF-8")
```

```
    + "&app_name=" + URLEncoder.encode(appName, "UTF-8")
```

```
    + "&app_bundle=" + appBundle
```

```
    + "&width=" + width
```

```
    + "&height=" + height
```

```
    + "&cb=" + cb;
```

Apple TV (tvOS)

✅ Where to Log In:

- URL: <https://developer.apple.com/account/>
- Go to Certificates, Identifiers & Profiles → Find your app → Copy Bundle ID.

✅ Where to Find Code:

- ViewController.swift or ad request handler

✓ Extract Parameters from Code:

```
let ifa = ASIdentifierManager.shared().advertisingIdentifier.uuidString
```

```
let width = Int(UIScreen.main.bounds.width)
```

```
let height = Int(UIScreen.main.bounds.height)
```

```
let appName = Bundle.main.infoDictionary?["CFBundleName"] as? String ?? "MyCTVApp"
```

```
let appBundle = Bundle.main.bundleIdentifier ?? ""
```

```
let cb = String(Int(Date().timeIntervalSince1970))
```

✓ Insert into VAST URL

LG webOS / Samsung Tizen (HTML/JS)

✓ Where to Log In:

- LG: <https://developer.lge.com/>
- Samsung: <https://seller.samsungapps.com/>

✓ Where to Find Code:

- main.js, index.js, or wherever ad tag is called

✓ Extract Parameters from Code:

```
var ifa = webOS.deviceInfo.udid || "default-ifa";
```

```
var width = screen.width;
```

```
var height = screen.height;
```

```
var appName = "Your LG App";
```

```
var appBundle = "com.yourcompany.lgtvapp";
```

```
var ua = navigator.userAgent;
```

```
var cb = Date.now();
```

✅ Insert into VAST URL

```
var vastUrl = "https://ad.vidverto.io/vast?zone=12345"

+ "&ifa=" + ifa

+ "&width=" + width

+ "&height=" + height

+ "&app_name=" + encodeURIComponent(appName)

+ "&app_bundle=" + appBundle

+ "&ua=" + encodeURIComponent(ua)

+ "&cb=" + cb;
```

Where to Place the VAST Tag in Your App

◆ Step 1: Identify Where Ads Are Triggered

Look for or create the function that plays the pre-roll, mid-roll, or rewarded video. It's usually in a file or method named something like:

- loadAd()
- playAd()
- fetchVastAd()
- InterstitialManager, VideoPlayer, or AdController

◆ Step 2: Replace or Insert the Dynamic VAST Tag

Your prepared VAST tag (with all parameters dynamically inserted) should be passed:

- To your video player
- To your ad renderer
- Or to a VAST parser component, depending on your platform

Platform-specific Examples

Roku (BrightScript):

```
videoContent = {
```

```
StreamFormat: "dash",  
  
Stream: your_vast_tag_url ' Insert dynamically built VAST tag here  
  
}  
  
videoPlayer.SetContentList([videoContent])  
  
videoPlayer.Play()
```

Fire TV / Android TV:

Use an ad SDK or custom video player:

```
String vastUrl = buildDynamicVastUrl(); // Your function that appends parameters  
  
// Load into a WebView, player, or VAST parser  
  
myAdPlayer.loadAd(vastUrl);
```

tvOS (Swift):

```
let adTag = buildVastUrl() // Your function that appends IFA, resolution, etc.  
  
adPlayer.load(url: URL(string: adTag!))
```

Web-based Smart TVs (LG / Samsung):

```
videoElement.src = vastUrl; // Your enriched VAST tag  
  
videoElement.play();
```

Final Steps:

1. Insert dynamic VAST tag in your ad logic
2. Test on device to ensure ad loads (use tools like Charles Proxy or Android Studio logcat)
3. Deploy app update via your platform (Roku, Amazon Developer Console, etc.)
4. Confirm ad impressions in Vidverto dashboard

