



INDUSTRY  
BEST PRACTICES  
FOR AD-ID IN  
**VAST 2.0**

**A Stopgap in Advance of VAST 4.x Adoption**

**hulu**

**A+E**  
NETWORKS™

**NBCUniversal**

**Introduction**

The IAB Tech Lab released VAST 4.2 in June 2019, however, adoption of the newest version of VAST has been limited. Ad-ID understands that upgrading to VAST 4.x from VAST 2.0 is going to take time which is why we partnered with A+E, Hulu, and NBCUniversal to determine if the UniversalAdId could be carried through VAST 2, and, if so, where it should be included.

**Use of Ad-ID in VAST 2.0**

In the VAST 2.0 template, there is an AdID attribute under creative elements that allows for the inclusion of an Ad-ID code. While there is no current way to validate an Ad-ID code being used in the VAST 2.0 XML, the AdID attribute should only be used for UniversalAdId's, not proprietary ID's. The creative elements pass through the network allowing for the Ad-ID to be seen in the call. We have tested to ensure the Ad-ID is maintained through the entire digital workflow.

The AdID attribute available in the VAST 2.0 XML should not be confused with the id attribute under the creative elements. The id attribute should only be used for proprietary ID's.

**The AdID Attribute:**

Element	Attributes	Values	Required	Notes
ERROR	None	URI	No	URI to request if ad does not play due to error
IMPRESSION	None	URI	Yes	URI to track impression
	id	String	No	Optional identifier
<b>CREATIVES</b>	None	None	Yes	Container for one or more creative elements
<b>Creative</b>				Wraps each creative element
	id	String	No	Optional identifier
	Sequence	Integer	No	The preferred order in which multiple creatives should be displayed
	AdID	String	No	Ad-ID for the creative (formerly ISCI)

**VAST 2.0 XML with AdID Attribute:**

```

<VAST version="2.0">
<Ad id="602678">
  <InLine>
    <AdSystem>Acudeo Compatible</AdSystem>
    <AdTitle>NonLinear Test Campaign 1</AdTitle>
    <Description>NonLinear Test Campaign 1</Description>
    <Survey>http://mySurveyURL/survey</Survey>
    <Error>http://example.com/error</Error>
    <Impression>http://example.com/track/impression</Impression>
    <Creatives>
      <Creative AdID="ZAPQ0004000H">
        <NonLinearAds>
          <TrackingEvents>
            <Tracking event="creativeView">http://example.com/trackingurl/nonlinear/creativeView</Tracking>
            <Tracking event="expand">http://example.com/trackingurl/nonlinear/expand</Tracking>
            <Tracking event="collapse">http://example.com/trackingurl/nonlinear/collapse</Tracking>
            <Tracking event="acceptInvitation">http://example.com/trackingurl/nonlinear/acceptInvitation</Tracking>
            <Tracking event="close">http://example.com/trackingurl/nonlinear/close</Tracking>
          </TrackingEvents>
          <NonLinear height="50" width="300" minSuggestedDuration="00:00:15">
            <StaticResource creativeType="image/jpeg">
              http://demo.com/proddev/vast/50x300_static.jpg
            </StaticResource>
            <NonLinearClickThrough>http://www.test.com</NonLinearClickThrough>
          </NonLinear>
          <NonLinear height="50" width="450" minSuggestedDuration="00:00:20">
            <StaticResource creativeType="image/jpeg">
              http://demo.com/proddev/vast/50x450_static.jpg
            </StaticResource>
            <NonLinearClickThrough>http://www.test.com</NonLinearClickThrough>
          </NonLinear>
        </NonLinearAds>
      </Creative>
    </Creative>
  </Creatives>
</InLine>
</Ad>
</VAST>

```

```

<Creatives>
  <Creative AdID="ZAPQ0004000H">

```

### Uploading the Ad-ID element:

Ad-ID, also referred to as ISCI in VAST 2.0, is an attribute to be included in the VAST 2.0 XML when created by the agency or advertiser.

```
▼<xs:attribute name="AdID" type="xs:string" use="optional">
  ▼<xs:annotation>
    <xs:documentation>Ad-ID for the creative (formerly ISCI)</xs:documentation>
  </xs:annotation>
</xs:attribute>
```

### SDK Example:

#### creativeAdID

---

Returns the ISCI (Industry Standard Commercial Identifier) code for an ad. This is the Ad-ID of the selected creative in the VAST response.

#### Declaration

##### SWIFT

```
var creativeAdID: String! { get }
```

##### OBJECTIVE-C

```
@property (readonly, copy, nonatomic) NSString *creativeAdID;
```

**VAST 2.0 Custom Extension Node:**

Vendors have workflows unique to them, so there may be situations where an Ad-ID code needs to be included in a second, custom and optional node in the VAST 2.0 XML. If the vendor requires the use of an Ad-ID code in a custom node, it can be included, however the Ad-ID code should always be included in the AdID attribute.

Some publishers, such as NBCUniversal, will use the custom extensions nodes to set up Ad-ID flags to confirm an Ad-ID is valid, in conjunction with the Ad-ID creative element. An example of the XML of the extension node is:

```
<Extensions>
<Extension type="AD ID">
  <UniversalAdId>
    <Id> ZAPQ0004000H</Id>
    <InCreativeAdId>Yes</InCreativeAdId>
  </UniversalAdId>
</Extension>
</Extensions>
```

It is possible for there to be similar implementations that accommodate other publishers' workflows.

**Other Versions of VAST:**

Ad-ID is not supported in VAST 1.0 or VAST 3.0. Agencies and publishers should upgrade from VAST 2.0 to VAST 4.x since there are no upgrades available in VAST 3.0 that are not available in newer versions of VAST.

**Conclusion**

The creation and use of Ad-ID codes in VAST 2.0 is important for the industry because it will help the entire supply chain acclimate to Ad-ID as the industry transitions from VPAID to VAST 4.x, SIMID (Secure Interactive Media Interface Definition), and OMID (Open Measurement Interface Definition). It will also help the digital industry begin to understand and demonstrate why Ad-ID codes are significant and how they can help provide more accurate reporting and quality assurance.

Therefore, while the AdID Attribute in VAST 2.0 is currently available, companies should begin to establish a timeline for their product roadmaps to adopt VAST 4.x. This is because the IAB Tech Lab will continue to educate and encourage the deprecation of VPAID and use of newer versions of VAST.