

This PDF summarizes 327 OpenRTB, Prebid, S2S, Ezoic extension, identity, floor, video, native, and bidder-specific parameters documented at [docs.ezoic.com/docs/ortb-disclosure](https://docs.ezoic.com/docs/ortb-disclosure).

## Bidder Params

### **bidder.params.floor**

Media: Display + Video | Tags: bidder-params, floors

**Meaning:** Adapter-specific minimum CPM floor supplied in bidder params for adapters that read a field named floor.

**Source:** header-bidding bidder params and staticsol bidder strategies

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid bidder params

**Example:** 0.10 - A \$0.10 CPM adapter floor; bids below this value are not eligible for that bidder.

### **bidder.params.bidfloor**

Media: Display + Video | Tags: bidder-params, floors

**Meaning:** Adapter-specific minimum CPM floor supplied in bidder params for adapters that read a field named bidfloor.

**Source:** header-bidding bidder params and staticsol bidder strategies

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid bidder params

**Example:** 0.95 - A \$0.95 CPM adapter floor using the bidfloor parameter name.

### **bidder.params.placementId**

Media: Display + Video | Tags: bidder-params, placement

**Meaning:** Adapter placement identifier that maps a bidder request to the partner account, site, or placement configured for that demand source.

**Source:** header-bidding bidder params fixtures and transforms

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid bidder params

**Example:** "ezoic\_display" - String placement identifier observed on a live display bidder request.

**Example:** "236790" - Numeric placement identifier format used by adapters that expect partner-assigned placement IDs.

### **bidder.params.accountId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Partner account identifier for adapters such as Rubicon.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 1234 - Partner account identifier for adapters such as Rubicon.

### **bidder.params.siteld**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Partner site identifier for adapters such as Rubicon, Equativ, and Index Exchange.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 5678 - Partner site identifier for adapters such as Rubicon, Equativ, and Index Exchange.

### **bidder.params.zoneld**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Partner zone or placement zone identifier.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 9012 - Partner zone or placement zone identifier.

### **bidder.params.position**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific page position value such as atf or btf.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "atf" - Adapter-specific page position value such as atf or btf.

### **bidder.params.userId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific site/user identifier where supported.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "publisher-user-123" - Adapter-specific site/user identifier where supported.

### **bidder.params.latLong**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Rubicon visitor latitude/longitude pair when precise geo is allowed.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** [32.7157,-117.1611] - Rubicon visitor latitude/longitude pair when precise geo is allowed.

### **bidder.params.inventory**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific first-party page inventory object.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** {"iab\_cat":["IAB1-6"]} - Adapter-specific first-party page inventory object.

### **bidder.params.visitor**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific first-party visitor object.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** {"ez\_value":["premium"],"ez\_token\_count":["3"]} - Adapter-specific first-party visitor object.

### **bidder.params.keywords**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific keyword list or string.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** ["travel","outdoors"] - Adapter-specific keyword list or string.

### **bidder.params.pchain**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Deprecated predecessor to supply chain used by selected adapters.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "ezoic.com,12345,1" - Deprecated predecessor to supply chain used by selected adapters.

### **bidder.params.video.size\_id**

Media: Video | Tags: adapter, bidder-params, video

**Meaning:** Rubicon video size/format identifier.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Video Rubicon bidder paths only.

**Visibility:** Partner-specific Rubicon video adapter params.

**ORTB reference:** Prebid bidder params

**Example:** 201 - Rubicon video size/format identifier.

### **bidder.params.video.language**

Media: Video | Tags: adapter, bidder-params, video

**Meaning:** Rubicon video language.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Video Rubicon bidder paths only.

**Visibility:** Partner-specific Rubicon video adapter params.

**ORTB reference:** Prebid bidder params

**Example:** "en" - Rubicon video language.

### **bidder.params.bidonmultiformat**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Rubicon flag to bid on all media types in multiformat inventory.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** true - Rubicon flag to bid on all media types in multiformat inventory.

## **bidder.params.publisherId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Partner publisher ID used by PubMatic, Smaato, Seedtag, TTD, and other adapters.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "156983" - Partner publisher ID used by PubMatic, Smaato, Seedtag, TTD, and other adapters.

## **bidder.params.adSlot**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** PubMatic ad slot identifier.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "Ezoic Publishers\_0x0\_Outstream" - PubMatic ad slot identifier.

## **bidder.params.networkId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Criteo or Equativ network identifier.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 7987 - Criteo or Equativ network identifier.

## **bidder.params.pubid**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Criteo publisher ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "101496" - Criteo publisher ID.

## **bidder.params.supplySourceId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** TTD supply source identifier.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "ezoic" - TTD supply source identifier.

## **bidder.params.placement\_id**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Snake-case placement identifier used by Microsoft/AppNexus paths.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 123456 - Snake-case placement identifier used by Microsoft/AppNexus paths.

### **bidder.params.member**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Microsoft/AppNexus member identifier.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 958 - Microsoft/AppNexus member identifier.

### **bidder.params.inv\_code**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Microsoft/AppNexus inventory code.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "example\_inv" - Microsoft/AppNexus inventory code.

### **bidder.params.reserve**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** AppNexus/Microsoft reserve floor price.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 0.50 - AppNexus/Microsoft reserve floor price.

### **bidder.params.ad\_unit**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Sonobi ad unit identifier.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "example\_unit" - Sonobi ad unit identifier.

### **bidder.params.TagID**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Sonobi legacy tag ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "tag-123" - Sonobi legacy tag ID.

### **bidder.params.sizes**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific size override list.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** [[300,250],[336,280]] - Adapter-specific size override list.

### **bidder.params.delDomain**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** OpenX delivery domain.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "example-d.openx.net" - OpenX delivery domain.

### **bidder.params.unit**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** OpenX ad unit ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "540123456" - OpenX ad unit ID.

### **bidder.params.customParams**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** OpenX or Yieldlab custom key-value targeting object.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** {"section":"sports"} - OpenX or Yieldlab custom key-value targeting object.

### **bidder.params.customFloor**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** OpenX adapter-specific floor.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 1.50 - OpenX adapter-specific floor.

### **bidder.params.doNotTrack**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** OpenX adapter-level do-not-track flag.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** true - OpenX adapter-level do-not-track flag.

### **bidder.params.coppa**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** OpenX adapter-level COPPA flag.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** true - OpenX adapter-level COPPA flag.

### **bidder.params.site\_id**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Conversant site ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "12345" - Conversant site ID.

### **bidder.params.secure**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Conversant secure creative flag.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 1 - Conversant secure creative flag.

### **bidder.params.tag\_id**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Conversant tag ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "tag-abc" - Conversant tag ID.

### **bidder.params.white\_label\_url**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Conversant destination URL override.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "https://example.com" - Conversant destination URL override.

### **bidder.params.pubcid\_name**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Conversant pub common ID cookie/name override.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "\_pubcid" - Conversant pub common ID cookie/name override.

### **bidder.params.cp**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** PulsePoint publisher ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 12345 - PulsePoint publisher ID.

### **bidder.params.ct**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** PulsePoint ad tag ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 67890 - PulsePoint ad tag ID.

### **bidder.params.battr**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** PulsePoint blocked creative attributes.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** [1,3,5] - PulsePoint blocked creative attributes.

### **bidder.params.deals**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** PulsePoint PMP deal objects.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** [{"id":"deal-1","bidfloor":2.00}] - PulsePoint PMP deal objects.

### **bidder.params.cf**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** PulsePoint matched ad size.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "300x250" - PulsePoint matched ad size.

### **bidder.params.zone**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** GumGum zone/tracking ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "gg-zone" - GumGum zone/tracking ID.

### **bidder.params.publd**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** GumGum publisher ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 12345 - GumGum publisher ID.

### **bidder.params.slot**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** GumGum slot ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 456 - GumGum slot ID.

### **bidder.params.product**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** GumGum product type.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "skins" - GumGum product type.

### **bidder.params.iriscat**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** GumGum Iris.TV category segments.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "IAB1" - GumGum Iris.TV category segments.

### **bidder.params.irisid**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** GumGum Iris.TV video/content ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "iris-123" - GumGum Iris.TV video/content ID.

### **bidder.params.adspaceld**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Smaato adspace ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "adspace-1" - Smaato adspace ID.

### **bidder.params.adbreakld**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Smaato video adbreak ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "adbreak-1" - Smaato video adbreak ID.

## **bidder.params.supplyId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Yieldlab supply ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "supply-1" - Yieldlab supply ID.

## **bidder.params.adslotId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Yieldlab ad slot ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "slot-1" - Yieldlab ad slot ID.

## **bidder.params.targeting**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Yieldlab targeting object.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** {"section": "news"} - Yieldlab targeting object.

## **bidder.params.extId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Yieldlab external ID.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "external-1" - Yieldlab external ID.

## **bidder.params.iabContent**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Yieldlab IAB content object.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** {"cat": ["IAB1-6"]} - Yieldlab IAB content object.

## **bidder.params.adSize**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Yieldlab matched ad size injected by Ezoic.

**Source:** header-bidding prebid/bidders/bidder\_params/\*.go, adjusted bidder templates, and staticsol bidder strategies

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "728x90" - Yieldlab matched ad size injected by Ezoic.

### **ortb2Imp.ext.prebid.bidder.\*.\*\***

Media: Display + Video | Tags: bidder-params, prebid, wildcard

**Meaning:** Dynamic bidder parameter subtree under imp.ext.prebid.bidder; the first wildcard is the bidder or alias and the remaining path is adapter-specific.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present only for bidders/adapters configured for the impression.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path.

**ORTB reference:** Prebid bidder params under imp.ext.prebid.bidder

**Example:** {"rubicon\_s2s":{"accountId":1234,"siteId":5678}} - Bidder-specific parameter object; keys and nested structures vary by adapter.

### **video.maxbitrate**

Media: Display + Video | Tags: video, bidder-params

**Meaning:** Adapter-level video max bitrate parameter when video settings are mirrored into bidder params.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid video bidder params

**Example:** 3000 - Adapter-level video max bitrate parameter when video settings are mirrored into bidder params.

### **video.minbitrate**

Media: Display + Video | Tags: video, bidder-params

**Meaning:** Adapter-level video min bitrate parameter when video settings are mirrored into bidder params.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid video bidder params

**Example:** 300 - Adapter-level video min bitrate parameter when video settings are mirrored into bidder params.

### **bidder.params.adUnitId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific ad unit identifier that maps a bid request to a partner ad unit.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "12345" - Numeric ad unit identifier assigned by the demand partner.

### **bidder.params.cid**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific campaign or customer identifier used by adapters such as Criteo.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "67890" - Campaign identifier assigned by the demand partner.

### **bidder.params.crid**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific creative identifier.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "54321" - Creative identifier assigned by the demand partner.

### **bidder.params.formatId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific format identifier used by adapters such as SmartAdServer to select ad format.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 22946 - Numeric format identifier assigned by the demand partner.

### **bidder.params.inventoryCode**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific inventory code that maps a bid request to a named inventory slot, used by adapters such as AppNexus.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "ezoic\_display" - String inventory code identifying the inventory slot.

### **bidder.params.pageId**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific page identifier used by adapters such as SmartAdServer or Rubicon to associate the bid with a page.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** 1234567 - Numeric page identifier assigned by the demand partner.

### **bidder.params.visitor.ez\_geo**

Media: Display + Video | Tags: bidder-params, ezoic, targeting

**Meaning:** Ezoic first-party geo-targeting signal passed as a visitor key-value pair inside bidder params.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Conditional; present when Ezoic geo classification is available for the visitor.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** ["us"] - Array of geo targeting values derived from Ezoic's first-party geo classification.

### **bidder.params.visitor.ez\_id\_band**

Media: Display + Video | Tags: bidder-params, ezoic, targeting

**Meaning:** Ezoic first-party identity band signal passed as a visitor key-value pair inside bidder params.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Conditional; present when Ezoic identity classification is available for the visitor.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** ["3"] - Array of identity band values derived from Ezoic's first-party identity classification.

### **bidder.params.cld**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific customer or connection identifier (camelCase variant) observed in live bidder params.

**Source:** Ezoic ORTB live verifier, 2026-05-07

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "67890" - Customer identifier assigned by the demand partner.

### **bidder.params.pld**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific publisher or player identifier (camelCase variant) observed in live bidder params.

**Source:** Ezoic ORTB live verifier, 2026-05-07

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "12345" - Publisher or player identifier assigned by the demand partner.

### **bidder.params.plc**

Media: Display + Video | Tags: bidder-params, adapter

**Meaning:** Adapter-specific placement code observed in live bidder params, used to target a partner placement configuration.

**Source:** Ezoic ORTB live verifier, 2026-05-11

**Presence:** Only present for bidders/adapters that use the parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter params; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "abc123" - Placement code assigned by the demand partner.

### **bidder.params.assetKey**

Media: Display | Tags: bidder-params, adapter, ogury

**Meaning:** Ogury asset key identifying the publisher asset configured in Ogury's platform.

**Source:** Ezoic ORTB live verifier, 2026-05-21; Prebid Ogury bidder docs

**Presence:** Only present for Ogury bidder requests that use explicit Ogury asset/ad-unit params instead of inventory mapping.

**Visibility:** Partner-specific adapter param; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "OGY-CA41D116484F" - Ogury-provided asset key for the publisher site or app asset.

### **bidder.params.dctr**

Media: Display + Video | Tags: bidder-params, pubmatic, deals

**Meaning:** PubMatic deal custom targeting string. Ezoic can populate this with CTR bucket metadata such as ez\_ctr values for PubMatic requests.

**Source:** Ezoic ORTB live verifier, 2026-05-21; header-bidding adjusted-bidders-pubmatic.go; Prebid PubMatic bidder docs

**Presence:** Only present for PubMatic bidder requests when the request has eligible custom targeting metadata.

**Visibility:** Partner-specific adapter param; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "ez\_ctr:ctr\_0\_29" - Ezoic CTR bucket emitted as PubMatic deal custom targeting.

### **bidder.params.pkey**

Media: Display + Video | Tags: bidder-params, adapter, sharethrough

**Meaning:** Sharethrough placement key identifying the approved Sharethrough demand placement.

**Source:** Ezoic ORTB live verifier, 2026-05-21; Prebid Sharethrough bidder docs

**Presence:** Only present for Sharethrough bidder requests with a configured placement key.

**Visibility:** Partner-specific adapter param; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "DfFKxpkRGPMS7A9f71CquBgZ" - Sharethrough placement key assigned by the demand partner.

### **bidder.params.placement**

Media: Display + Video | Tags: bidder-params, adapter, placement

**Meaning:** Adapter-specific placement ID used by bidders such as Adyoulike to identify the approved demand placement.

**Source:** Ezoic ORTB live verifier, 2026-05-21; Prebid Adyoulike bidder docs

**Presence:** Only present for bidders/adapters that use a plain placement parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter param; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "194f787b85c829fb8822cdaf1ae64435" - Adyoulike placement ID assigned by the demand partner.

### **bidder.params.tagid**

Media: Display + Video | Tags: bidder-params, adapter, sovrn

**Meaning:** Adapter-specific tag identifier used by bidders such as Sovrn to identify the approved ad tag or placement.

**Source:** Ezoic ORTB live verifier, 2026-05-21; header-bidding bidder tests; Prebid Sovrn bidder docs

**Presence:** Only present for bidders/adapters that use a tagid parameter and have matching domain configuration.

**Visibility:** Partner-specific adapter param; sent only to the relevant bidder path

**ORTB reference:** Prebid bidder params

**Example:** "12345" - Sovrn tag identifier assigned by the demand partner.

## **Config**

### **userSync.topics.maxTopicCaller**

Media: Display + Video | Tags: config, prebid, topics

**Meaning:** Maximum number of Prebid Topics API caller frames that may request browser Topics signals for an auction.

**Source:** live Prebid userSync config

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Prebid client configuration; not a raw OpenRTB field unless converted by Prebid/PBS.

**ORTB reference:** Prebid topics configuration

**Example:** 4 - Up to four configured Topics API callers may be used.

### **setBidderConfig.fledgeEnabled**

Media: Display + Video | Tags: config, paapi, prebid

**Meaning:** Prebid bidder-config flag that allows PAAPI/FLEDGE auction configuration for eligible slots.

**Source:** live setBidderConfig call

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Prebid client configuration; not a raw OpenRTB field unless converted by Prebid/PBS.

**ORTB reference:** Prebid PAAPI/FLEDGE configuration

**Example:** true - PAAPI/FLEDGE support is enabled in bidder config.

### **source.ext.schain.nodes[].asi**

Media: Display + Video | Tags: schain, supply-chain

**Meaning:** Advertising system identifier in the supply chain node. Ezoic code defaults the Prebid schain config to ezoic.ai unless overridden.

**Source:** staticsol SupplyChainFactory.js

**Presence:** When seller ID/schain config is available.

**Visibility:** Partner-visible OpenRTB source extension

**ORTB reference:** OpenRTB SupplyChainNode.asi

**Example:** "ezoic.ai" - Ezoic supply chain node advertising system identifier.

**Example:** "ezoic.com" - Existing public example value; production should match the configured schain source.

### **source.ext.schain.nodes[].sid**

Media: Display + Video | Tags: schain, supply-chain

**Meaning:** Seller ID for the Ezoic supply chain node.

**Source:** staticsol SupplyChainFactory.js from \_\_sellerid

**Presence:** When seller ID/schain config is available.

**Visibility:** Partner-visible OpenRTB source extension

**ORTB reference:** OpenRTB SupplyChainNode.sid

**Example:** "12345" - Seller ID for the publisher/domain relationship.

### **source.ext.schain.nodes[].hp**

Media: Display + Video | Tags: schain, supply-chain

**Meaning:** Whether Ezoic is involved in payment flow for the supply chain node.

**Source:** staticsol SupplyChainFactory.js

**Presence:** When seller ID/schain config is available.

**Visibility:** Partner-visible OpenRTB source extension

**ORTB reference:** OpenRTB SupplyChainNode.hp

**Example:** 1 - Ezoic is involved in payment flow.

### **epbjs.SS**

Media: Display + Video | Tags: config, analytics, s2s

**Meaning:** Prebid stat-source map keyed by bidder name and S2S aliases, used by Ezoic analytics and bidder tracking.

**Source:** header-bidding prebid/prebidscript.go getStatSourceString

**Presence:** Prebid page config only.

**Visibility:** Ezoic client config; not raw OpenRTB

**ORTB reference:** Ezoic Prebid config

**Example:** {"rubicon":12,"rubicon\_s2s":12,"rubicon\_i\_s2s":12,"rubicon\_o\_s2s":12} - Stat-source IDs for base and S2S alias bidder names.

### **ext.prebid.targeting.pricegranularity.ranges[].min**

Media: Display + Video | Tags: prebid, targeting, price-granularity

**Meaning:** Lower bound for a Prebid price-granularity range.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid targeting priceGranularity config

**Example:** 0 - Lower bound for a Prebid price-granularity range.

### **ext.prebid.targeting.pricegranularity.ranges[].max**

Media: Display + Video | Tags: prebid, targeting, price-granularity

**Meaning:** Upper bound for a Prebid price-granularity range.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid targeting priceGranularity config

**Example:** 20 - Upper bound for a Prebid price-granularity range.

### **ext.prebid.targeting.pricegranularity.ranges[].increment**

Media: Display + Video | Tags: prebid, targeting, price-granularity

**Meaning:** Increment for a Prebid price-granularity range.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid targeting priceGranularity config

**Example:** 0.01 - Increment for a Prebid price-granularity range.

### **ext.prebid.targeting.pricegranularity.ranges[].precision**

Media: Display + Video | Tags: prebid, targeting, price-granularity

**Meaning:** Decimal precision for a Prebid price-granularity range.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid targeting priceGranularity config

**Example:** 2 - Decimal precision for a Prebid price-granularity range.

## Floors

### **ortb2Imp.bidfloor**

Media: Display + Video | Tags: floors, impression

**Meaning:** Minimum CPM, expressed in bidfloorcur, required for the impression or adapter-level bid request.

**Source:** header-bidding tfl/br1/video floor logic and staticsol adapter floor logic

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.bidfloor

**Example:** 1.75 - A \$1.75 CPM impression floor.

**Example:** 0.01 - Minimum non-zero floor value used by some floor code paths.

### **ortb2Imp.bidfloorcur**

Media: Display + Video | Tags: currency, floors

**Meaning:** ISO-4217 currency code for the bidfloor value.

**Source:** header-bidding and staticsol floor logic

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.bidfloorcur

**Example:** "USD" - The bid floor is denominated in US dollars.

### **ext.prebid.floors.enabled**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Whether the S2S floor module is enabled for the request.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** true - Whether the S2S floor module is enabled for the request.

### **ext.prebid.floors.enforcement.enforcepbs**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Whether PBS should enforce the floor. Ezoic display S2S sets this false in the client config path.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** false - Whether PBS should enforce the floor. Ezoic display S2S sets this false in the client config path.

### **ext.prebid.floors.data.currency**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Currency for the floor model data.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** "USD" - Currency for the floor model data.

### **ext.prebid.floors.data.floorsschemaversion**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Version of the Prebid floors schema used by the request.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** 2 - Version of the Prebid floors schema used by the request.

### **ext.prebid.floors.data.modelgroups[].modelversion**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Version label for an Ezoic floor model group.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** "1.0" - Version label for an Ezoic floor model group.

### **ext.prebid.floors.data.modelgroups[].schema.delimiter**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Delimiter used to join floor schema dimensions.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** "|" - Delimiter used to join floor schema dimensions.

### **ext.prebid.floors.data.modelgroups[].schema.fields**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Dimensions used to select a floor value.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** ["mediaType", "size"] - Dimensions used to select a floor value.

### **ext.prebid.floors.data.modelgroups[].values**

Media: Display + Video | Tags: floors, s2s, prebid

**Meaning:** Floor values keyed by schema field combinations.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Conditional when floors are configured for display/video S2S.

**Visibility:** Partner-visible Prebid/PBS floor extension unless marked imp-internal by adapter path

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** {"banner|300x250":0.35,"video|\*":1.25,"\*|\*":0.01} - Floor values keyed by schema field combinations.

### **ortb2Imp.ext.prebid.floors.floormin**

Media: Video | Tags: floors, s2s, prebid

**Meaning:** Minimum floor attached to a single video impression.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Video S2S requests only when impression-level floors are attached.

**Visibility:** Video impression Prebid/PBS floor extension.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** 1.75 - Minimum floor attached to a single video impression.

### **ortb2Imp.ext.prebid.floors.floormincur**

Media: Video | Tags: floors, s2s, prebid

**Meaning:** Currency for a single-impression minimum floor.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Video S2S requests only when impression-level floors are attached.

**Visibility:** Video impression Prebid/PBS floor extension.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** "USD" - Currency for a single-impression minimum floor.

### **ortb2Imp.ext.prebid.floors.tfl**

Media: Video | Tags: floors, s2s, prebid

**Meaning:** Traffic floor level array for duplicated/test floor impressions.

**Source:** staticsol S2SConfigFactory.js, video AdUnitBuilder.js, video-bidder-prebid.js; PBS openrtb\_ext/floors.go

**Presence:** Video S2S requests only when impression-level floors are attached.

**Visibility:** Video impression Prebid/PBS floor extension.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** [0.10,0.25,0.50] - Traffic floor level array for duplicated/test floor impressions.

### **adUnit.tfl**

Media: Display | Tags: floors, display, prebid

**Meaning:** Client ad-unit trident floor array used before the final OpenRTB request is built.

**Source:** header-bidding prebid/adunitserializer.go GetTflString

**Presence:** Display ad unit path when TriFloors are available.

**Visibility:** Prebid client config; not a raw OpenRTB field

**ORTB reference:** Ezoic Prebid ad-unit extension

**Example:** [1.00,0.50,0.10] - High/mid/low floor candidates for the display ad unit.

### **adUnit.bidderFloors**

Media: Display | Tags: floors, display, bidder

**Meaning:** Per-bidder floor configuration for a display ad unit, including floor arrays, enablement, bid rate, and adapter profile.

**Source:** header-bidding prebid/adunitserializer.go GetBidderFloorsString

**Presence:** Display ad unit path when bidder-specific floors are available.

**Visibility:** Prebid client config; not a raw OpenRTB field

**ORTB reference:** Ezoic Prebid ad-unit extension

**Example:** {"ix":{"floors":[1.00,0.50,0.10],"enabled":true,"br":0.1234,"ap":"E"}} - Per-bidder floor and eligibility configuration.

### **ext.prebid.floors.data.modelgroups[].currency**

Media: Display + Video | Tags: floors, prebid

**Meaning:** Currency for a Prebid floor model group.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** "USD" - Currency for a Prebid floor model group.

### **ext.prebid.floors.data.modelgroups[].default**

Media: Display + Video | Tags: floors, prebid

**Meaning:** Default floor for a Prebid floor model group.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** 0.01 - Default floor for a Prebid floor model group.

### **ext.prebid.floors.data.modelgroups[].values.\***

Media: Display + Video | Tags: floors, prebid

**Meaning:** Dynamic floor value keyed by the model group schema combination; the final segment is the schema key such as video|\* or \*|\*.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** {"video|\*":1.25} - Dynamic floor value keyed by the model group schema combination; the final segment is the schema key such as video|\* or \*|\*.

### **ext.prebid.floors.floorMin**

Media: Display + Video | Tags: floors, prebid

**Meaning:** Minimum floor configured for the Prebid floors module.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** 0.01 - Minimum floor configured for the Prebid floors module.

### **ext.prebid.floors.floorMinCur**

Media: Display + Video | Tags: floors, prebid

**Meaning:** Currency for floorMin.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** "USD" - Currency for floorMin.

### **ortb2Imp.ext.prebid.floors.floorMin**

Media: Display + Video | Tags: floors, prebid

**Meaning:** Minimum floor attached to a single impression by Prebid floors.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid floors module / OpenRTB extension

**Example:** 0.35 - Minimum floor attached to a single impression by Prebid floors.

### **ortb2Imp.ext.prebid.imp.\*.bidfloor**

Media: Display + Video | Tags: floors, prebid, wildcard

**Meaning:** Dynamic per-bidder impression floor keyed by bidder or alias.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid imp.ext.prebid.imp bidder floor extension

**Example:** {"rubicon\_s2s":{"bidfloor":0.35}} - Dynamic per-bidder impression floor keyed by bidder or alias.

### **ortb2Imp.ext.prebid.imp.\*.bidfloorcur**

Media: Display + Video | Tags: floors, prebid, wildcard

**Meaning:** Currency for a dynamic per-bidder impression floor keyed by bidder or alias.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid imp.ext.prebid.imp bidder floor extension

**Example:** {"rubicon\_s2s":{"bidfloorcur":"USD"}} - Currency for a dynamic per-bidder impression floor keyed by bidder or alias.

## **Global Ort2**

### **ortb2.site.name**

Media: Display + Video | Tags: content, site-context

**Meaning:** Human-readable page title sent as OpenRTB site context.

**Source:** staticsol Ort2ConfigFactory.js document.title

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.name

**Example:** "What Your Seating Choice at a Table Reveals About Your Personality and How You Connect With Others - Magfeeds.net" - Live page title captured from document.title.

### **ortb2.site.cattax**

Media: Display + Video | Tags: site-context, taxonomy

**Meaning:** Content taxonomy identifier that tells buyers how to interpret the category values in site.cat, sectioncat, and pagecat.

**Source:** staticsol Ort2ConfigFactory.js

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.cattax

**Example:** 1 - IAB content taxonomy is used when the category values are IAB-prefixed.

**Example:** 6 - IAB Content Taxonomy 2.2 value used as the default taxonomy setting in the config factory.

### **ortb2.site.cat**

Media: Display + Video | Tags: site-context, taxonomy

**Meaning:** Domain-level content categories describing the publisher site for contextual targeting and brand-safety decisions.

**Source:** \_ezaq.site\_iab\_categories or \_ezaq.first\_party\_signals\_domain\_categories

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.cat

**Example:** ["IAB12"] - IAB category array observed on a live pageview.

**Example:** ["media", "blog"] - First-party category labels used when non-IAB category data is configured.

### **ortb2.site.sectioncat**

Media: Display + Video | Tags: content, site-context, iab

**Meaning:** Section-level IAB content categories. Ezoic usually mirrors site.cat into sectioncat when site-level first-party categories are available.

**Source:** staticsol OrtConfigFactory.js \_addIabCategories/\_addFirstPartySignals

**Presence:** Conditional when site/domain categories are available.

**Visibility:** Partner-visible OpenRTB site context

**ORTB reference:** OpenRTB Site.sectioncat

**Example:** ["IAB1-6", "IAB12"] - Section categories derived from Ezoic first-party/domain category signals.

### **ortb2.site.pagecat**

Media: Display + Video | Tags: site-context, taxonomy

**Meaning:** Page-level content categories for the specific URL, with fallback to domain categories when page categories are unavailable.

**Source:** \_ezaq.page\_iab\_categories or first-party page/domain category globals

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.pagecat

**Example:** ["IAB12"] - IAB page category observed on a live pageview.

**Example:** ["news", "sports", "entertainment"] - First-party page category labels from ORTB config tests.

### **ortb2.site.page**

Media: Display + Video | Tags: site-context, url

**Meaning:** Current page URL where the auction is running.

**Source:** location.href

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.page

**Example:** "https://example.com/article" - Representative article URL format sent in site.page.

### **ortb2.site.ref**

Media: Display + Video | Tags: site-context, url

**Meaning:** Referrer URL for the pageview, or an empty string when no referrer is available.

**Source:** document.referrer

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.ref

**Example:** "https://referrer.com" - A referring page URL when browser referrer data is present.

**Example:** "" - No referrer was available on the captured pageview.

### **ortb2.site.keywords**

Media: Display + Video | Tags: keywords, site-context

**Meaning:** Comma-separated first-party or meta keywords describing the site or page content.

**Source:** first-party signal globals and page meta keywords

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.keywords

**Example:** "cooking,baking,buy cookware,chicken,tacos,comfort food,recipes" - Keyword string from first-party signal tests.

### **ortb2.site.content.keywords**

Media: Display + Video | Tags: content, keywords, first-party-data

**Meaning:** Comma-separated page/content keywords generated from page primary, secondary, commercial-intent, and concept signals.

**Source:** sol impressiondata builder first\_party\_signals\_content\_keywords; staticsol OrtbConfigFactory.js

**Presence:** Conditional when URL/page keyword signals are available.

**Visibility:** Partner-visible OpenRTB content context

**ORTB reference:** OpenRTB Content.keywords

**Example:** "travel,road trips,national parks" - Content keywords for the current page/article.

### **ortb2.site.domain**

Media: Display + Video | Tags: domain, site-context

**Meaning:** Publisher domain for the page where the auction is running.

**Source:** \_ezaq.domain or location.hostname without leading www.

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.domain

**Example:** "example.com" - Representative publisher domain format.

### **ortb2.site.content.language**

Media: Video | Tags: content, language, video

**Meaning:** Language of the video or page content when domain ORTB signals provide a content language override.

**Source:** sol DomainOrtbSignals as \_ezaq.ortb\_signals\_language; staticsol OrtbConfigFactory.js

**Presence:** Conditional when DomainOrtbSignals includes language.

**Visibility:** Partner-visible OpenRTB content context

**ORTB reference:** OpenRTB Content.language

**Example:** "en" - Content language supplied as an ISO language code.

### **ortb2.site.mobile**

Media: Display + Video | Tags: site-context

**Meaning:** OpenRTB site flag indicating that mobile inventory is supported; Ezoic currently sends this as enabled.

**Source:** staticsol OrtbConfigFactory.js hardcoded site info

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.mobile

**Example:** 1 - Mobile support flag is enabled.

### **ortb2.site.bcat**

Media: Display + Video | Tags: content, blocking, privacy

**Meaning:** Blocked advertiser content categories for the page or domain.

**Source:** staticsol OrtbConfigFactory.js \_addlabCategories from \_ezaq.iab\_blocked\_categories

**Presence:** Conditional when blocked categories are configured.

**Visibility:** Partner-visible OpenRTB site context

**ORTB reference:** OpenRTB Site.bcat

**Example:** ["IAB7", "IAB8-5"] - Categories excluded from bidding for the publisher/domain.

### **ortb2.site.ext.data.verticals**

Media: Display + Video | Tags: content, first-party-data, ezoic-extension

**Meaning:** Publisher or page vertical labels derived from Ezoic first-party signal classification.

**Source:** sol impressiondata builder first\_party\_signals\_publisher\_vertical; staticsol OrtbConfigFactory.js

**Presence:** Conditional when vertical classification is available.

**Visibility:** Partner-visible first-party data extension

**ORTB reference:** OpenRTB extension object

**Example:** ["Automotive"] - Single-element vertical list for publisher/page classification.

### **ortb2.device.ua**

Media: Display + Video | Tags: device

**Meaning:** Browser user-agent string used for device, browser, and operating-system context.

**Source:** navigator.userAgent

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Device.ua

**Example:** "Mozilla/5.0 (...) AppleWebKit/537.36" - Representative browser user-agent format; full live values vary by visitor.

### **ortb2.device.devicetype**

Media: Display + Video | Tags: device

**Meaning:** OpenRTB device type derived from Ezoic form factor data.

**Source:** \_ezaq.form\_factor\_id

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Device.devicetype

**Example:** 2 - Personal computer or desktop browser.

**Example:** 4 - Phone.

**Example:** 5 - Tablet.

### **ortb2.device.js**

Media: Display + Video | Tags: device

**Meaning:** OpenRTB device flag indicating JavaScript support in the browser environment.

**Source:** staticsol OrtConfigFactory.js hardcoded device info

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Device.js

**Example:** 1 - JavaScript support is available.

### **ortb2.device.language**

Media: Display + Video | Tags: device, locale

**Meaning:** Two-letter browser language code normalized from navigator.language.

**Source:** navigator.language

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Device.language

**Example:** "en" - English browser language.

### **ortb2.device.geo**

Media: Display + Video | Tags: device, geo

**Meaning:** Device geography object derived from Ezoic geotargeting data; public examples redact precise latitude, longitude, and ZIP.

**Source:** \_\_ezPrebidGeoTargeting and user geo fields

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Device.geo

**Example:** {"country":"USA","region":"CA","lat":"<redacted>","lon":"<redacted>","zip":"<redacted>","type":2,"ipservice":3,"lastfix":1} - Live device geo object shape with precise coordinates and ZIP redacted.

## ortb2.device.ipv6

Media: Display + Video | Tags: device, ip, privacy

**Meaning:** Masked IPv6 address when the request is served over IPv6.

**Source:** sol impressiondata builder \_ezaq.ipv6; staticsol OrtbConfigFactory.js

**Presence:** Conditional on IPv6 traffic.

**Visibility:** Partner-visible OpenRTB device context

**ORTB reference:** OpenRTB Device.ipv6

**Example:** "2001:db8::1" - Documentation placeholder for a masked IPv6 address.

## ortb2.device.osv

Media: Display + Video | Tags: device, user-agent

**Meaning:** Operating system version detected from the user agent.

**Source:** sol SurfUserAgent device\_os\_version; staticsol OrtbConfigFactory.js

**Presence:** Conditional when OS version is detected.

**Visibility:** Partner-visible OpenRTB device context

**ORTB reference:** OpenRTB Device.osv

**Example:** "17.4.1" - Detected OS version when available.

## ortb2.device.make

Media: Display + Video | Tags: device, user-agent

**Meaning:** Device manufacturer detected from the user agent.

**Source:** sol SurfUserAgent DetectMake; staticsol OrtbConfigFactory.js

**Presence:** Conditional when device make is detected.

**Visibility:** Partner-visible OpenRTB device context

**ORTB reference:** OpenRTB Device.make

**Example:** "Apple" - Detected device make for mobile/tablet traffic.

## ortb2.device.model

Media: Display + Video | Tags: device, user-agent

**Meaning:** Device model detected from the user agent.

**Source:** sol SurfUserAgent DetectModel; staticsol OrtbConfigFactory.js

**Presence:** Conditional when device model is detected.

**Visibility:** Partner-visible OpenRTB device context

**ORTB reference:** OpenRTB Device.model

**Example:** "iPhone" - Detected device model for mobile/tablet traffic.

## ortb2.user.geo

Media: Display + Video | Tags: geo, user

**Meaning:** User geography object; it usually matches device.geo when the same Ezoic geotargeting source feeds both objects.

**Source:** \_\_ezPrebidGeoTargeting and \_ezaq country/state fields

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** {"country":"USA","region":"CA","lat":"<redacted>","lon":"<redacted>","zip":"<redacted>"} - Live user geo object shape with precise coordinates and ZIP redacted.

## ortb2.device.geo.type

Media: Display + Video | Tags: geo, device, privacy

**Meaning:** Location type for precise geo data when Ezoic is allowed to include it.

**Source:** header-bidding geo\_targeting.go; staticsol OrtbConfigFactory.js \_addPreciseGeolocation

**Presence:** Conditional on available geo data and consent rules.

**Visibility:** Partner-visible OpenRTB geo context

**ORTB reference:** OpenRTB Geo.type

**Example:** 2 - IP-based geolocation.

### **ortb2.device.geo.ipservice**

Media: Display + Video | Tags: geo, device, privacy

**Meaning:** IP geolocation provider identifier for precise geo data.

**Source:** header-bidding geo\_targeting.go; staticsol OrtbConfigFactory.js \_addPreciseGeolocation

**Presence:** Conditional on available geo data and consent rules.

**Visibility:** Partner-visible OpenRTB geo context

**ORTB reference:** OpenRTB Geo.ipservice

**Example:** 3 - MaxMind geolocation source identifier.

### **ortb2.device.geo.lastfix**

Media: Display + Video | Tags: geo, device, privacy

**Meaning:** Seconds since the location was established.

**Source:** header-bidding geo\_targeting.go; staticsol OrtbConfigFactory.js \_addPreciseGeolocation

**Presence:** Conditional on available geo data and consent rules.

**Visibility:** Partner-visible OpenRTB geo context

**ORTB reference:** OpenRTB Geo.lastfix

**Example:** 1 - Current request-time location signal.

### **ortb2.user.geo.country**

Media: Display + Video | Tags: geo, user, device

**Meaning:** User geo country mirrors the device geo object for buyers that read geo from user rather than device.

**Source:** staticsol OrtbConfigFactory.js \_addGeoData

**Presence:** Conditional when \_ezaq.country is available.

**Visibility:** Partner-visible OpenRTB user context

**ORTB reference:** OpenRTB User.geo

**Example:** "USA" - ISO alpha-3 country code mirrored to user.geo.

### **ortb2.video.minbitrate**

Media: Video | Tags: video

**Meaning:** Minimum video bitrate, in kbps, allowed for video bid responses.

**Source:** staticsol base ORTB config

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video.minbitrate

**Example:** 300 - Video bid responses should meet at least 300 kbps.

### **ortb2.video.maxbitrate**

Media: Video | Tags: video

**Meaning:** Maximum video bitrate, in kbps, allowed for video bid responses.

**Source:** staticsol base ORTB config

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video.maxbitrate

**Example:** 96000 - Video bid responses may be up to 96,000 kbps.

### **ortb2.user.geo.ipservice**

Media: Display + Video | Tags: user, geo

**Meaning:** IP geolocation provider identifier for user geo.

**Source:** Ezoic geo targeting and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** 3 - IP geolocation provider identifier for user geo.

### **ortb2.user.geo.lastfix**

Media: Display + Video | Tags: user, geo

**Meaning:** Seconds since the user location was established.

**Source:** Ezoic geo targeting and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** 1 - Seconds since the user location was established.

### **ortb2.user.geo.lat**

Media: Display + Video | Tags: user, geo

**Meaning:** Latitude for user geo when precise geo is allowed; public examples redact real coordinates.

**Source:** Ezoic geo targeting and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** "<redacted>" - Latitude for user geo when precise geo is allowed; public examples redact real coordinates.

### **ortb2.user.geo.lon**

Media: Display + Video | Tags: user, geo

**Meaning:** Longitude for user geo when precise geo is allowed; public examples redact real coordinates.

**Source:** Ezoic geo targeting and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** "<redacted>" - Longitude for user geo when precise geo is allowed; public examples redact real coordinates.

### **ortb2.user.geo.region**

Media: Display + Video | Tags: user, geo

**Meaning:** User geo region or state.

**Source:** Ezoic geo targeting and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** "CA" - User geo region or state.

### **ortb2.user.geo.type**

Media: Display + Video | Tags: user, geo

**Meaning:** Location type for user geo.

**Source:** Ezoic geo targeting and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** 2 - Location type for user geo.

### **ortb2.user.geo.zip**

Media: Display + Video | Tags: user, geo

**Meaning:** User geo ZIP/postal code; public examples redact exact values.

**Source:** Ezoic geo targeting and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.geo

**Example:** "<redacted>" - User geo ZIP/postal code; public examples redact exact values.

### **ortb2.device.geo.country**

Media: Display + Video | Tags: device, geo

**Meaning:** Device geo country code.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "USA" - Device geo country code.

### **ortb2.device.geo.lat**

Media: Display + Video | Tags: device, geo

**Meaning:** Device latitude when precise geo is allowed; public examples redact real coordinates.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "<redacted>" - Device latitude when precise geo is allowed; public examples redact real coordinates.

### **ortb2.device.geo.lon**

Media: Display + Video | Tags: device, geo

**Meaning:** Device longitude when precise geo is allowed; public examples redact real coordinates.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "<redacted>" - Device longitude when precise geo is allowed; public examples redact real coordinates.

### **ortb2.device.geo.region**

Media: Display + Video | Tags: device, geo

**Meaning:** Device geo region or state.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "CA" - Device geo region or state.

### **ortb2.device.geo.zip**

Media: Display + Video | Tags: device, geo

**Meaning:** Device ZIP/postal code; public examples redact exact values.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "<redacted>" - Device ZIP/postal code; public examples redact exact values.

### **ortb2.device.sua.browsers[].brand**

Media: Display + Video | Tags: device, sua

**Meaning:** Structured User-Agent browser brand.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "Chromium" - Structured User-Agent browser brand.

### **ortb2.device.sua.browsers[].version**

Media: Display + Video | Tags: device, sua

**Meaning:** Structured User-Agent browser version.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "124" - Structured User-Agent browser version.

### **ortb2.device.sua.mobile**

Media: Display + Video | Tags: device, sua

**Meaning:** Structured User-Agent mobile indicator.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 0 - Structured User-Agent mobile indicator.

### **ortb2.device.sua.platform.brand**

Media: Display + Video | Tags: device, sua

**Meaning:** Structured User-Agent platform brand.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "Windows" - Structured User-Agent platform brand.

### **ortb2.device.sua.source**

Media: Display + Video | Tags: device, sua

**Meaning:** Structured User-Agent source indicator.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 2 - Structured User-Agent source indicator.

### **ortb2.device.ext.vph**

Media: Display + Video | Tags: device, viewport

**Meaning:** Viewport height in pixels.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 900 - Viewport height in pixels.

### **ortb2.device.ext.vpw**

Media: Display + Video | Tags: device, viewport

**Meaning:** Viewport width in pixels.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 1440 - Viewport width in pixels.

### **ortb2.device.w**

Media: Display + Video | Tags: device

**Meaning:** Device screen width in pixels.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 1440 - Device screen width in pixels.

### **ortb2.device.h**

Media: Display + Video | Tags: device

**Meaning:** Device screen height in pixels.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 900 - Device screen height in pixels.

### **ortb2.device.ip**

Media: Display + Video | Tags: device, privacy

**Meaning:** IPv4 address used for geotargeting and buyer matching; public examples use documentation ranges.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "203.0.113.10" - IPv4 address used for geotargeting and buyer matching; public examples use documentation ranges.

### **ortb2.device.os**

Media: Display + Video | Tags: device

**Meaning:** Device operating system.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "Windows" - Device operating system.

### **ortb2.site.ext.data.documentLang**

Media: Display + Video | Tags: site, first-party-data

**Meaning:** Document language detected from the page.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "en" - Document language detected from the page.

### **ortb2.site.ext.data.iab\_cat**

Media: Display + Video | Tags: site, first-party-data

**Meaning:** IAB category signal attached to site first-party data.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "IAB1" - IAB category signal attached to site first-party data.

### **ortb2.site.publisher.domain**

Media: Display + Video | Tags: site, publisher

**Meaning:** Publisher domain associated with the site object.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "example.com" - Publisher domain associated with the site object.

### **ortb2.site.publisher.id**

Media: Display + Video | Tags: site, publisher

**Meaning:** Publisher ID associated with the site object.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "12345" - Publisher ID associated with the site object.

### **ortb2.id**

Media: Display + Video | Tags: request

**Meaning:** OpenRTB request ID.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "ez-example-request-1" - OpenRTB request ID.

### **ortb2.test**

Media: Display + Video | Tags: request

**Meaning:** OpenRTB test-mode flag.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 0 - OpenRTB test-mode flag.

### **ortb2.tmax**

Media: Display + Video | Tags: request

**Meaning:** Maximum auction time in milliseconds.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 1000 - Maximum auction time in milliseconds.

### **ortb2.cur**

Media: Display + Video | Tags: request

**Meaning:** Accepted bid currencies.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** ["USD"] - Accepted bid currencies.

## Identity

### **ortb2.user.eids**

Media: Display + Video | Tags: identity, user

**Meaning:** OpenRTB extended user ID array produced by configured Prebid user ID modules; public examples show structure without real identifier values.

**Source:** staticsol UserIdFactory.js and idprebidhandler.js

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids

**Example:** [{"source":"pubcid.org","uids":[{"id":"<omitted>","atype":1}]}] - SharedID/PubCID-style EID object with the user identifier omitted.

**Example:** [{"source":"uidapi.com","uids":[{"id":"<omitted>","atype":3,"ext":{"stype":"ppuid"}}]}] - UID2-style EID object with publisher-provided user ID type metadata.

**Example:** [{"source":"id5-sync.com","uids":[{"id":"<omitted>","atype":1,"ext":{"stype":"ppuid"}}]}] - ID5-style EID object with the identifier omitted.

### **ortb2.user.eids[].inserter**

Media: Display + Video | Tags: identity, eids

**Meaning:** Entity that inserted an extended ID into the request for supported EID sources.

**Source:** staticsol EIDHelper.js insertEIDAttributes

**Presence:** Conditional for supported EID sources.

**Visibility:** Partner-visible EID metadata

**ORTB reference:** IAB user.eids extension attributes

**Example:** "ezoic.com" - Ezoic inserted the EID signal.

### **ortb2.user.eids[].matcher**

Media: Display + Video | Tags: identity, eids

**Meaning:** Entity that performed matching for an extended ID for supported EID sources.

**Source:** staticsol EIDHelper.js insertEIDAttributes

**Presence:** Conditional for supported EID sources.

**Visibility:** Partner-visible EID metadata

**ORTB reference:** IAB user.eids extension attributes

**Example:** "ezoic.com" - Ezoic is listed as matcher for the EID signal.

### **ortb2.user.eids[].mm**

Media: Display + Video | Tags: identity, eids

**Meaning:** Match method code attached to supported EID sources.

**Source:** staticsol EIDHelper.js insertEIDAttributes

**Presence:** Conditional for supported EID sources.

**Visibility:** Partner-visible EID metadata

**ORTB reference:** IAB user.eids extension attributes

**Example:** 3 - Match-method value attached to selected EID sources.

### **ortb2.user.eids[].rti\_partner**

Media: Display + Video | Tags: identity, eids

**Meaning:** Real-time identity partner name at the EID entry level, identifying which identity provider sourced the extended ID.

**Source:** Ezoic ORTB live verifier run 15, 2026-05-04

**Presence:** Conditional for supported EID sources that include a partner identifier at the top level.

**Visibility:** Partner-visible EID metadata

**ORTB reference:** IAB user.eids extension attributes

**Example:** "TDID" - The Trade Desk Unified ID partner identifier.

## userSync.userIds

Media: Display + Video | Tags: identity, prebid

**Meaning:** Prebid user ID modules configured before auctions so identity providers can resolve IDs and produce user.eids.

**Source:** staticsol UserIdFactory.js

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid user ID module configuration

**Example:** ["criteo", "unifiedId", "amxId", "sharedId", "lotamePanoramaId", "hadronId", "pairId", "pubMaticId", "FTrack", "teadsId", "liveIntentId", "id5Id", "identityLink", "pubProvidedId", "connectId", "33acrossId"] - Full live module list observed in Prebid userSync config.

## userSync.userIds.name

Media: Display + Video | Tags: identity, prebid, config

**Meaning:** Prebid user ID submodule name configured by Ezoic before user.eids are generated.

**Source:** staticsol UserIdFactory.js and idprebidhandler.js

**Presence:** Depends on enabled identity providers, consent, and available IDs.

**Visibility:** Prebid config; resulting IDs may become partner-visible user.eids

**ORTB reference:** Prebid User ID module config

**Example:** "uid2" - UID2 module configured when an Ezoic UID2 token is available.

**Example:** "pubProvidedId" - Publisher-provided/enriched IDs configured as eids.

## userSync.userIds.params.eids[].source

Media: Display + Video | Tags: identity, eids, prebid

**Meaning:** Source domain for publisher-provided or Ezoic-enriched EIDs.

**Source:** staticsol UserIdFactory.js \_createPubProvidedIdConfig

**Presence:** Conditional when enriched IDs are available.

**Visibility:** Prebid config; resulting IDs may become partner-visible user.eids

**ORTB reference:** Prebid pubProvidedId module

**Example:** "uidapi.com" - UID2 enriched ID source.

**Example:** "id5-sync.com" - ID5 enriched ID source.

**Example:** "neustar.biz" - Cached TruAudience ID source.

## setBidderConfig.criteo.ortb2.user.ext.data.eids

Media: Display + Video | Tags: identity, criteo, bidder-config

**Meaning:** Criteo-specific bidder config carrying hashed email or publisher-provided IDs under user.ext.data.eids.

**Source:** staticsol epbscontroller.js setUpCriteoUserIds

**Presence:** Conditional when Criteo is configured and identity hash is available.

**Visibility:** Bidder-scoped Prebid config

**ORTB reference:** Prebid bidder-specific ortb2 config

**Example:** [{"source":"example.com","uids":{"id":"<hash>","atype":3,"ext":{"stype":"hemsha256"}}}] - Criteo-specific hashed email EID shape.

## userSync.encryptedSignalSources.sources

Media: Display + Video | Tags: identity, prebid

**Meaning:** Signal-source domains configured for Prebid encrypted signal handling.

**Source:** live Prebid userSync config

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid encrypted signals

**Example:** ["adserver.org", "id5-sync.com", "sharedid.org", "pubcid.org", "uidapi.com", "criteo.com", "liveintent.com", "liveramp.com", "yahoo.com", "esp.pubmatic.com"] - Full live encrypted signal source list.

## **ortb2.user.eids[].source**

Media: Display + Video | Tags: identity, eids

**Meaning:** EID source domain identifying the identity provider.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "uidapi.com" - EID source domain identifying the identity provider.

## **ortb2.user.eids[].uids[].id**

Media: Display + Video | Tags: identity, eids

**Meaning:** User identifier token or envelope for an EID source; public examples redact real values.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "<redacted-eid>" - User identifier token or envelope for an EID source; public examples redact real values.

## **ortb2.user.eids[].uids[].atype**

Media: Display + Video | Tags: identity, eids

**Meaning:** OpenRTB user ID agent type for an EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** 3 - OpenRTB user ID agent type for an EID UID.

## **ortb2.user.eids[].uids[].ext.DeviceID**

Media: Display + Video | Tags: identity, eids

**Meaning:** Device ID extension attached to an EID UID when provided by the identity source.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "<redacted-device-id>" - Device ID extension attached to an EID UID when provided by the identity source.

## **ortb2.user.eids[].uids[].ext.SingleDeviceID**

Media: Display + Video | Tags: identity, eids

**Meaning:** Single-device ID extension attached to an EID UID when provided by the identity source.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "<redacted-single-device-id>" - Single-device ID extension attached to an EID UID when provided by the identity source.

## **ortb2.user.eids[].uids[].ext.linkType**

Media: Display + Video | Tags: identity, eids

**Meaning:** Link type metadata attached to an EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "cookie" - Link type metadata attached to an EID UID.

### **ortb2.user.eids[].uids[].ext.pba**

Media: Display + Video | Tags: identity, eids

**Meaning:** Publisher business arrangement metadata attached to an EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "1" - Publisher business arrangement metadata attached to an EID UID.

### **ortb2.user.eids[].uids[].ext.rtiPartner**

Media: Display + Video | Tags: identity, eids

**Meaning:** Real-time identity partner metadata attached to an EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "id-partner" - Real-time identity partner metadata attached to an EID UID.

### **ortb2.user.eids[].uids[].ext.stype**

Media: Display + Video | Tags: identity, eids

**Meaning:** Source type metadata attached to an EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "ppuid" - Source type metadata attached to an EID UID.

### **ortb2.user.ext.consent**

Media: Display + Video | Tags: identity, eids

**Meaning:** User consent string copied into the OpenRTB user extension when applicable.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "<redacted-consent>" - User consent string copied into the OpenRTB user extension when applicable.

### **ortb2.user.ext.data.ez\_geo**

Media: Display + Video | Tags: identity, eids

**Meaning:** Ezoic geo band or region metadata attached to user first-party data.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "US-CA" - Ezoic geo band or region metadata attached to user first-party data.

### **ortb2.user.ext.data.ez\_id\_band**

Media: Display + Video | Tags: identity, eids

**Meaning:** Ezoic identity band metadata attached to user first-party data.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "known" - Ezoic identity band metadata attached to user first-party data.

### **ortb2.user.ext.eids[].source**

Media: Display + Video | Tags: identity, eids

**Meaning:** Legacy or mirrored EID source under user.ext.eids.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "uidapi.com" - Legacy or mirrored EID source under user.ext.eids.

### **ortb2.user.ext.eids[].inserter**

Media: Display + Video | Tags: identity, eids

**Meaning:** Entity that inserted a mirrored EID under user.ext.eids.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "ezoic.com" - Entity that inserted a mirrored EID under user.ext.eids.

### **ortb2.user.ext.eids[].matcher**

Media: Display + Video | Tags: identity, eids

**Meaning:** Entity that matched a mirrored EID under user.ext.eids.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "ezoic.com" - Entity that matched a mirrored EID under user.ext.eids.

### **ortb2.user.ext.eids[].mm**

Media: Display + Video | Tags: identity, eids

**Meaning:** Match method code for a mirrored EID under user.ext.eids.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** 3 - Match method code for a mirrored EID under user.ext.eids.

### **ortb2.user.ext.eids[].rti\_partner**

Media: Display + Video | Tags: identity, eids

**Meaning:** Real-time identity partner metadata on mirrored user.ext.eids.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "id-partner" - Real-time identity partner metadata on mirrored user.ext.eids.

### **ortb2.user.ext.eids[].uids[].id**

Media: Display + Video | Tags: identity, eids

**Meaning:** Mirrored EID UID value under user.ext.eids; public examples redact real values.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "<redacted-uid>" - Mirrored EID UID value under user.ext.eids; public examples redact real values.

### **ortb2.user.ext.eids[].uids[].atype**

Media: Display + Video | Tags: identity, eids

**Meaning:** Agent type for a mirrored EID UID under user.ext.eids.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** 3 - Agent type for a mirrored EID UID under user.ext.eids.

### **ortb2.user.ext.eids[].uids[].ext.DeviceID**

Media: Display + Video | Tags: identity, eids

**Meaning:** Device ID extension for a mirrored EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "<redacted-device-id>" - Device ID extension for a mirrored EID UID.

### **ortb2.user.ext.eids[].uids[].ext.SingleDeviceID**

Media: Display + Video | Tags: identity, eids

**Meaning:** Single-device ID extension for a mirrored EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "<redacted-single-device-id>" - Single-device ID extension for a mirrored EID UID.

### **ortb2.user.ext.eids[].uids[].ext.linkType**

Media: Display + Video | Tags: identity, eids

**Meaning:** Link type metadata for a mirrored EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "cookie" - Link type metadata for a mirrored EID UID.

### **ortb2.user.ext.eids[].uids[].ext.pba**

Media: Display + Video | Tags: identity, eids

**Meaning:** Publisher business arrangement metadata for a mirrored EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "1" - Publisher business arrangement metadata for a mirrored EID UID.

### **ortb2.user.ext.eids[].uids[].ext.rtiPartner**

Media: Display + Video | Tags: identity, eids

**Meaning:** Real-time identity partner metadata for a mirrored EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "id-partner" - Real-time identity partner metadata for a mirrored EID UID.

## **ortb2.user.ext.eids[].uids[].ext.stype**

Media: Display + Video | Tags: identity, eids

**Meaning:** Source type metadata for a mirrored EID UID.

**Source:** Ezoic identity modules, Prebid EID serialization, and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB User.eids / User.ext identity extensions

**Example:** "ppuid" - Source type metadata for a mirrored EID UID.

## **Impression**

### **ortb2Imp.banner.w**

Media: Display | Tags: banner, impression

**Meaning:** Primary banner format width, in pixels, for the display impression.

**Source:** header-bidding ad unit serialization

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.banner.w

**Example:** 300 - Width for a 300x250 medium rectangle.

**Example:** 728 - Width for a 728x90 leaderboard.

**Example:** 320 - Width for a 320x50 mobile banner.

### **ortb2Imp.banner.h**

Media: Display | Tags: banner, impression

**Meaning:** Primary banner format height, in pixels, for the display impression.

**Source:** header-bidding ad unit serialization

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.banner.h

**Example:** 250 - Height for a 300x250 medium rectangle.

**Example:** 90 - Height for a 728x90 leaderboard.

**Example:** 50 - Height for a 320x50 mobile banner.

### **ortb2Imp.banner.pos**

Media: Display | Tags: banner, impression

**Meaning:** Banner position value mapped from Ezoic slot-position logic into OpenRTB Banner.pos.

**Source:** staticsol slot position logic

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Banner.pos

**Example:** 1 - Above the fold.

**Example:** 3 - Below the fold.

**Example:** 0 - Unknown position.

### **ortb2Imp.instl**

Media: Display + Video | Tags: impression

**Meaning:** OpenRTB interstitial flag indicating whether the impression is interstitial inventory.

**Source:** header-bidding ad position type

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.instl

**Example:** 0 - Standard non-interstitial impression.

**Example:** 1 - Interstitial impression.

## ortb2Imp.ext.gpid

Media: Display + Video | Tags: impression, slot

**Meaning:** Global placement identifier for the ad slot, typically based on the GPT div ID with optional experiment segmenting.

**Source:** ad unit div id with optional A/B segment prefix/suffix

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.ext.gpid

**Example:** "div-gpt-ad-Header/fc2f21ea4af5ecb391fde1a63bceff85-0" - Live GPID for a header display slot.

**Example:** "div-1-abtest" - GPID shape when an A/B segment modifies the ad unit identifier.

## ortb2Imp.ext.data.pbadslot

Media: Display + Video | Tags: impression, slot

**Meaning:** Prebid ad slot identifier used for bidder reporting; it usually mirrors the same base slot ID as gpid.

**Source:** header-bidding ad unit serialization

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.ext.data

**Example:** "div-gpt-ad-Header/fc2f21ea4af5ecb391fde1a63bceff85-0" - Live pbadslot value matching the header slot GPID.

**Example:** "div-1-abtest" - Ad slot identifier shape when A/B segmenting is applied.

## ortb2Imp.ext.data.ez\_viewability

Media: Display + Video | Tags: impression, quality

**Meaning:** Decimal viewability quality signal for the impression; higher values indicate stronger expected or observed viewability for the slot.

**Source:** models.ImpSignals.Viewability

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.ext.data

**Example:** 0.4641 - Live header-slot viewability score for one impression.

## ortb2Imp.ext.data.ez\_fill\_rate

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Predicted or observed fill-rate signal for the impression.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** 1.0 - Predicted or observed fill-rate signal for the impression.

## ortb2Imp.ext.data.ez\_sov

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Share-of-viewport signal computed from ad pixels divided by device viewport pixels.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** 0.1687 - Share-of-viewport signal computed from ad pixels divided by device viewport pixels.

### **ortb2Imp.ext.data.ez\_viewport\_density**

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Number of display placements on the page.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** 8 - Number of display placements on the page.

### **ortb2Imp.ext.data.ez\_render\_seq**

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Render sequence/order of the placement on the page.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** 3 - Render sequence/order of the placement on the page.

### **ortb2Imp.ext.data.ez\_attention**

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Composite attention score for the placement.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** 6.4 - Composite attention score for the placement.

### **ortb2Imp.ext.data.ez\_time\_on\_page**

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Mean time on page associated with the placement context, in seconds.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** 42 - Mean time on page associated with the placement context, in seconds.

### **ortb2Imp.ext.data.ez\_avg\_refresh**

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Historical mean refresh count per pageview for the placement context.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** 1 - Historical mean refresh count per pageview for the placement context.

### **ortb2Imp.ext.data.ezld**

Media: Display | Tags: impression, ezoic-extension, quality

**Meaning:** Tier IDs computed from viewability, CTR, and attention bands.

**Source:** header-bidding prebid/adunitserializer.go formatImpSignalsCodeAndGpid; sol dfpheader.go buildImpSignals

**Presence:** Conditional when placement hierarchy signals are available.

**Visibility:** Partner-visible first-party impression extension

**ORTB reference:** OpenRTB Imp.ext.data first-party extension

**Example:** ["v3","c2","a4"] - Tier IDs computed from viewability, CTR, and attention bands.

### **ortb2Imp.ext.data.ez\_ctr**

Media: Display + Video | Tags: impression, quality

**Meaning:** Decimal click-through-rate quality signal for the impression; higher values indicate stronger expected or observed click propensity.

**Source:** models.ImpSignals.CTR

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.ext.data

**Example:** 0.015798 - Live header-slot CTR score for one impression.

### **ortb2Imp.ext.data.ez\_refresh**

Media: Display + Video | Tags: impression, refresh

**Meaning:** Slot refresh count for the impression, where 0 is the initial render and higher values are subsequent refreshes.

**Source:** header-bidding initialization and staticsol slot targeting

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.ext.data

**Example:** 0 - Initial impression for the slot.

**Example:** 4 - Fourth refreshed impression for the same slot.

### **ortb2Imp.rwdd**

Media: Video | Tags: video, rewarded, impression

**Meaning:** Rewarded inventory indicator on video ad units.

**Source:** staticsol video AdUnitBuilder.js

**Presence:** Video only; present on video ad units.

**Visibility:** Partner-visible impression signal

**ORTB reference:** OpenRTB Imp.rwdd / rewarded inventory convention

**Example:** 1 - Rewarded video inventory.

**Example:** 0 - Non-rewarded video inventory.

### **ortb2Imp.ext.ezoic.impression\_id**

Media: Video | Tags: video, ezoic-extension, analytics

**Meaning:** Server-assigned Ezoic impression identifier used for server-side analytics and joins.

**Source:** staticsol video AdUnitBuilder.js withEzoicMeta; PBS eanalytics

**Presence:** Video S2S when impression metadata is available.

**Visibility:** Ezoic/PBS internal metadata; may be present in S2S request ext

**ORTB reference:** Ezoic imp.ext extension

**Example:** 123456789 - Ezoic impression ID attached to the video impression.

### **ortb2Imp.ext.ezoic.position\_type**

Media: Video | Tags: video, ezoic-extension, analytics

**Meaning:** Ezoic position type for the video impression: outstream, true instream, or other instream context.

**Source:** staticsol video AdUnitBuilder.js; PBS eanalytics

**Presence:** Video S2S only.

**Visibility:** Ezoic/PBS internal metadata; may be present in S2S request ext

**ORTB reference:** Ezoic imp.ext extension

**Example:** 15 - Outstream video position type.

**Example:** 16 - True instream position type.

### **ortb2Imp.ext.ezoic.refresh\_count**

Media: Video | Tags: video, refresh, ezoic-extension, analytics

**Meaning:** Refresh count for a video impression, used by Ezoic analytics and grouping.

**Source:** staticsol video AdUnitBuilder.js; PBS eanalytics

**Presence:** Video S2S only.

**Visibility:** Ezoic/PBS internal metadata; may be present in S2S request ext

**ORTB reference:** Ezoic imp.ext extension

**Example:** 0 - Initial auction for the ad break.

**Example:** 2 - Second refresh for the same inventory context.

### **adUnit.mediaTypes.banner.sizes**

Media: Display | Tags: banner, impression, prebid

**Meaning:** Prebid banner size list containing the creative dimensions accepted by the display ad unit.

**Source:** header-bidding ad unit serialization

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid mediaTypes.banner.sizes

**Example:** [[300, 250]] - Medium rectangle display slot.

**Example:** [[728, 90]] - Leaderboard display slot.

**Example:** [[320, 50]] - Mobile banner display slot.

### **adUnit.mediaTypes.video.placement**

Media: Video | Tags: impression, prebid, video

**Meaning:** Legacy Prebid mediaTypes.video.placement code describing the video ad environment.

**Source:** staticsol video AdUnitBuilder

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid mediaTypes.video.placement

**Example:** 1 - Instream video placement.

**Example:** 3 - In-article video placement.

### **ortb2Imp.ext.prebid.adunitcode**

Media: Display + Video | Tags: impression, prebid

**Meaning:** Prebid ad unit code associated with the impression.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid imp.ext.prebid.adunitcode extension

**Example:** "div-gpt-ad-example-0" - Prebid ad unit code associated with the impression.

### **ortb2Imp.ext.data.adserver.adslot**

Media: Display + Video | Tags: impression

**Meaning:** Ad server slot identifier under impression first-party data.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp / Imp.ext

**Example:** "div-gpt-ad-example-0" - Ad server slot identifier under impression first-party data.

### **ortb2Imp.ext.data.adserver.name**

Media: Display + Video | Tags: impression

**Meaning:** Ad server name under impression first-party data.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp / Imp.ext

**Example:** "gam" - Ad server name under impression first-party data.

### **ortb2Imp.ext.tid**

Media: Display + Video | Tags: impression

**Meaning:** Transaction ID attached to the impression extension.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp / Imp.ext

**Example:** "29a412ab-bf2e-45db-b9ce-5e7a212e880b" - Transaction ID attached to the impression extension.

### **ortb2Imp.ext.tidSource**

Media: Display + Video | Tags: impression

**Meaning:** Source of the impression transaction ID.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp / Imp.ext

**Example:** "prebid" - Source of the impression transaction ID.

### **ortb2Imp.id**

Media: Display + Video | Tags: impression

**Meaning:** Impression identifier.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp / Imp.ext

**Example:** "div-gpt-ad-example-0" - Impression identifier.

### **ortb2Imp.secure**

Media: Display + Video | Tags: impression

**Meaning:** Whether secure assets are required for the impression.

**Source:** Prebid ad unit serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp / Imp.ext

**Example:** 1 - Whether secure assets are required for the impression.

### **ortb2Imp.banner.format[].h**

Media: Display | Tags: impression, banner

**Meaning:** Allowed banner format height in pixels.

**Source:** Ezoic/Prebid impression serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.banner

**Example:** 250 - Allowed banner format height in pixels.

### **ortb2Imp.banner.format[].w**

Media: Display | Tags: impression, banner

**Meaning:** Allowed banner format width in pixels.

**Source:** Ezoic/Prebid impression serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.banner

**Example:** 300 - Allowed banner format width in pixels.

### **ortb2Imp.banner.topframe**

Media: Display | Tags: impression, banner

**Meaning:** Whether the banner is in the top frame.

**Source:** Ezoic/Prebid impression serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Imp.banner

**Example:** 1 - Whether the banner is in the top frame.

## **Native**

### **adUnit.mediaTypes.native.ortb.assets[].img**

Media: Display + Video | Tags: native, multiformat, prebid

**Meaning:** Native image asset requirements for multiformat/native demand.

**Source:** header-bidding adunitserializer.go templateNative; staticsol video AdUnitBuilder.js withNative

**Presence:** Conditional when native/multiformat demand is enabled.

**Visibility:** Partner-visible native request after Prebid conversion

**ORTB reference:** OpenRTB Native asset image object

**Example:** {"id":1,"required":1,"img":{"type":3,"w":150,"h":50}} - Image asset requirement for a native ad.

### **adUnit.mediaTypes.native.ortb.assets[].title**

Media: Display + Video | Tags: native, multiformat, prebid

**Meaning:** Native title asset requirements for native demand.

**Source:** header-bidding adunitserializer.go templateNative

**Presence:** Conditional when native/multiformat demand is enabled.

**Visibility:** Partner-visible native request after Prebid conversion

**ORTB reference:** OpenRTB Native asset title object

**Example:** {"id":2,"required":1,"title":{"len":80}} - Title asset requirement with max length 80.

### **adUnit.mediaTypes.native.ortb.assets[].data**

Media: Display + Video | Tags: native, multiformat, prebid

**Meaning:** Native data asset requirements such as sponsored-by or description fields.

**Source:** header-bidding adunitserializer.go templateNative

**Presence:** Conditional when native/multiformat demand is enabled.

**Visibility:** Partner-visible native request after Prebid conversion

**ORTB reference:** OpenRTB Native asset data object

**Example:** {"id":3,"required":1,"data":{"type":1}} - Native data asset requirement.

## **Privacy**

## ortb2.site.privacypolicy

Media: Display + Video | Tags: privacy, site-context

**Meaning:** OpenRTB site flag indicating that the publisher site has a privacy policy.

**Source:** staticsol OrtbConfigFactory.js hardcoded site info

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Site.privacypolicy

**Example:** 1 - Privacy policy flag is enabled.

## ortb2.device.dnt

Media: Display + Video | Tags: device, privacy

**Meaning:** Do Not Track preference from the browser, expressed as the OpenRTB Device.dnt flag.

**Source:** navigator.doNotTrack

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Device.dnt

**Example:** 0 - Do Not Track is not enabled.

**Example:** 1 - Do Not Track is enabled.

## ortb2.badv

Media: Display + Video | Tags: blocking, privacy

**Meaning:** Blocked advertiser domains that should not serve on the impression when advertiser-blocking rules are present.

**Source:** global \_\_advertiserRule

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB BidRequest.badv

**Example:** ["domain1.com", "domain2.com"] - Example blocked advertiser domain list.

## ortb2.regs.ext.dsa.dsarequired

Media: Display + Video | Tags: dsa, privacy

**Meaning:** Digital Services Act flag indicating whether DSA transparency information is required for applicable EU/EEA traffic.

**Source:** staticsol EU/EEA DSA config

**Presence:** Conditional; see description and source for when Ezoic sets this field.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Regs.ext.dsa

**Example:** 1 - DSA transparency fields are required for the request.

## ortb2.regs.ext.dsa.pubrender

Media: Display + Video | Tags: privacy, dsa, eu

**Meaning:** Digital Services Act flag indicating whether publisher rendering support is declared.

**Source:** staticsol OrtbConfigFactory.js \_addDsaSignals

**Presence:** EU/EEA traffic only.

**Visibility:** Partner-visible regulatory extension

**ORTB reference:** IAB DSA transparency extension

**Example:** 0 - Publisher render support is not declared.

## ortb2.regs.ext.dsa.datatopub

Media: Display + Video | Tags: privacy, dsa, eu

**Meaning:** Digital Services Act flag indicating whether transparency data may be sent to the publisher.

**Source:** staticsol OrtbConfigFactory.js \_addDsaSignals

**Presence:** EU/EEA traffic only.

**Visibility:** Partner-visible regulatory extension

**ORTB reference:** IAB DSA transparency extension

**Example:** 1 - Do not send transparency data to publisher.

### **ortb2.regs.ext.dsa.transparency**

Media: Display + Video | Tags: privacy, dsa, eu

**Meaning:** Digital Services Act transparency array. Ezoic initializes it as an empty array when DSA signals are required.

**Source:** staticsol OrtbConfigFactory.js \_addDsaSignals

**Presence:** EU/EEA traffic only.

**Visibility:** Partner-visible regulatory extension

**ORTB reference:** IAB DSA transparency extension

**Example:** [] - No additional DSA transparency objects are attached by Ezoic in this path.

### **consentManagement.gvlMapping**

Media: Display + Video | Tags: privacy, consent, s2s

**Meaning:** Prebid consent configuration mapping S2S bidder aliases to IAB Global Vendor List IDs for EU S2S countries.

**Source:** staticsol ConsentConfigFactory.js

**Presence:** EU S2S traffic only.

**Visibility:** Prebid config used before OpenRTB request construction

**ORTB reference:** Prebid consentManagement/gvlMapping

**Example:** {"rubicon\_s2s":52,"openx\_s2s":69} - GVL IDs for server-side bidder aliases.

### **ortb2.regs.ext.gdpr**

Media: Display + Video | Tags: privacy, regs

**Meaning:** GDPR applicability flag in regs.ext.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Regs / privacy extensions

**Example:** 1 - GDPR applicability flag in regs.ext.

### **ortb2.regs.gpp**

Media: Display + Video | Tags: privacy, regs

**Meaning:** Global Privacy Platform consent string.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Regs / privacy extensions

**Example:** "DBABBg~BVoAAAKA.QA" - Global Privacy Platform consent string.

## **S2s**

### **ext.prebid.ezoic.domain\_id**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension, analytics

**Meaning:** Ezoic domain identifier attached to S2S requests for PBS analytics and downstream attribution.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** 12345 - Ezoic domain identifier attached to S2S requests for PBS analytics and downstream attribution.

### **ext.prebid.ezoic.page\_view\_id**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension, analytics

**Meaning:** Ezoic pageview UUID attached to S2S requests.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "39fb8310-65b9-4d11-98ca-7a5edb6d36ef" - Ezoic pageview UUID attached to S2S requests.

### **ext.prebid.ezoic.ab\_test\_id**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension, analytics

**Meaning:** Active Ezoic A/B test or mod identifier for the pageview.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "mod309" - Active Ezoic A/B test or mod identifier for the pageview.

### **ext.prebid.ezoic.form\_factor\_id**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension, analytics

**Meaning:** Ezoic form factor ID for the request.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** 1 - Ezoic form factor ID for the request.

### **ext.prebid.ezoic.t\_pageview\_epoch**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension, analytics

**Meaning:** Unix epoch timestamp for the pageview.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** 1700000000 - Unix epoch timestamp for the pageview.

### **ext.prebid.ezoic.country**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension, analytics

**Meaning:** Country code copied from page context for PBS analytics.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "US" - Country code copied from page context for PBS analytics.

### **ext.prebid.ezoic.tf**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension, analytics

**Meaning:** Map of Ezoic test feature keys and values propagated to PBS.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** {"pbs": "1", "video\_dynamic\_duration": "true"} - Map of Ezoic test feature keys and values propagated to PBS.

### **ext.prebid.targeting.pricegranularity.ranges**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension

**Meaning:** S2S targeting price granularity ranges for key-value generation.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** [{"max":300.0,"increment":0.01}] - S2S targeting price granularity ranges for key-value generation.

### **ext.prebid.targeting.includewinners**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension

**Meaning:** Whether winning bid targeting keys should be included.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** true - Whether winning bid targeting keys should be included.

### **ext.prebid.targeting.includebidderkeys**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension

**Meaning:** Whether bidder-specific targeting keys should be included.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** true - Whether bidder-specific targeting keys should be included.

### **ext.prebid.aliases**

Media: Display + Video | Tags: s2s, prebid, ezoic-extension

**Meaning:** S2S bidder alias map from Ezoic alias names to base adapter names.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** S2S requests only.

**Visibility:** Ezoic/PBS metadata or Prebid S2S config; may not be forwarded unchanged to every bidder

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** {"rubicon\_s2s":"rubicon","criteo\_o\_s2s":"criteo"} - S2S bidder alias map from Ezoic alias names to base adapter names.

### **ext.prebid.cache.vastxml.returnCreative**

Media: Video | Tags: ezoic-extension, prebid, s2s, video

**Meaning:** Video S2S cache setting controlling whether VAST creative XML returns directly.

**Source:** staticsol S2SConfigFactory.js; PBS openrtb\_ext/request.go/testfeatures/ez\_testfeatures.go/ezanalytics

**Presence:** Video S2S requests only.

**Visibility:** Prebid Server video cache configuration; may not be forwarded unchanged to bidders.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** false - Video S2S cache setting controlling whether VAST creative XML returns directly.

### **bid.ext.prebid.bidid**

Media: Display + Video | Tags: s2s, response, analytics

**Meaning:** PBS-generated bid ID returned in bid.ext.prebid.bidid and surfaced client-side as pbsBidId for event joins.

**Source:** prebid-server exchange/bidder generated bid ID path

**Presence:** PBS responses when generated bid IDs are enabled.

**Visibility:** Response-side Ezoic/PBS join metadata

**ORTB reference:** Prebid Server bid response extension

**Example:** "bid-appnexus-1" - Generated bidder x impression join key returned in the PBS bid response.

### **ext.prebid.aliases.\***

Media: Display + Video | Tags: s2s, prebid, aliases, wildcard

**Meaning:** Dynamic Prebid alias mapping where the final segment is the bidder alias and the value identifies the underlying adapter.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the page has server-side bidder aliases configured.

**Visibility:** Prebid/PBS routing metadata; visible in the S2S OpenRTB request extension.

**ORTB reference:** Prebid Server ext.prebid.aliases

**Example:** {"rubicon\_s2s":"rubicon"} - Alias map entry showing a server-side bidder alias mapped to its base adapter.

### **ext.prebid.page\_view\_ids.\***

Media: Display + Video | Tags: s2s, prebid, pageview, wildcard

**Meaning:** Dynamic Prebid page-view ID map keyed by bidder or bidder alias for correlating S2S bidder activity to an Ezoic pageview.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present for S2S bidder paths that receive per-bidder pageview attribution.

**Visibility:** Ezoic/PBS attribution metadata; may not be forwarded unchanged to every bidder.

**ORTB reference:** Prebid Server ext.prebid.page\_view\_ids extension

**Example:** {"rubicon\_s2s":"39fb8310-65b9-4d11-98ca-7a5edb6d36ef"} - Per-bidder pageview UUID used for request attribution.

### **ext.prebid.bidders.\*.integration**

Media: Display + Video | Tags: s2s, prebid, bidders, wildcard

**Meaning:** Dynamic Prebid bidder integration metadata keyed by bidder name.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when bidder integration metadata is included in the S2S request.

**Visibility:** Prebid/PBS routing metadata.

**ORTB reference:** Prebid Server ext.prebid.bidders extension

**Example:** {"rubicon":{"integration":"pbs"}} - Integration label associated with a bidder entry.

### **ext.prebid.ezoic.tf.\***

Media: Display + Video | Tags: s2s, ezoic, test-features, wildcard

**Meaning:** Dynamic Ezoic test-feature map entry propagated under ext.prebid.ezoic.tf; the final segment is the feature key.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when a request-level Ezoic test feature is active.

**Visibility:** Ezoic/PBS metadata used for routing, experimentation, or analytics.

**ORTB reference:** Prebid Server ext.prebid.ezoic.tf extension

**Example:** {"DynamicBidderTimeout":true} - Feature flag value propagated to PBS for request handling.

### **ext.prebid.adServerCurrency**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Ad server currency configured for Prebid targeting and bid normalization.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "USD" - Ad server currency configured for Prebid targeting and bid normalization.

### **ext.prebid.auctiontimestamp**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Auction timestamp emitted by Prebid for the request.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** 1777575710146 - Auction timestamp emitted by Prebid for the request.

### **ext.prebid.channel.name**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Prebid channel name for the request integration.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "pbjs" - Prebid channel name for the request integration.

### **ext.prebid.channel.version**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Prebid channel version for the request integration.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "10.23.0" - Prebid channel version for the request integration.

### **ext.prebid.schains[].bidders**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Bidder list associated with a supply chain entry.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** ["rubicon\_s2s","openx\_s2s"] - Bidder list associated with a supply chain entry.

### **ext.prebid.schains[].schain.complete**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Whether the supply chain object is complete.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** 1 - Whether the supply chain object is complete.

### **ext.prebid.schains[].schain.ver**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Supply chain object version.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "1.0" - Supply chain object version.

### **ext.prebid.schains[].schain.nodes[].asi**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Advertising system identifier for a supply chain node.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "ezoic.ai" - Advertising system identifier for a supply chain node.

### **ext.prebid.schains[].schain.nodes[].hp**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Whether the supply chain node is directly involved in payment.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** 1 - Whether the supply chain node is directly involved in payment.

### **ext.prebid.schains[].schain.nodes[].sid**

Media: Display + Video | Tags: s2s, prebid

**Meaning:** Seller identifier for a supply chain node.

**Source:** Prebid.js S2S config and PBS OpenRTB request extensions; live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** Prebid Server ext.prebid extension

**Example:** "738503fc8795d845c78e4567d8b4c958" - Seller identifier for a supply chain node.

### **source.ext.schain.complete**

Media: Display + Video | Tags: source, schain

**Meaning:** Whether the source supply chain extension is complete.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 1 - Whether the source supply chain extension is complete.

### **source.ext.schain.ver**

Media: Display + Video | Tags: source, schain

**Meaning:** Source supply chain extension version.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "1.0" - Source supply chain extension version.

### **source.ext.tidSource**

Media: Display + Video | Tags: source, transaction-id

**Meaning:** Source of the request transaction ID.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "prebid" - Source of the request transaction ID.

### **source.tid**

Media: Display + Video | Tags: source, transaction-id

**Meaning:** OpenRTB source transaction ID.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** "29a412ab-bf2e-45db-b9ce-5e7a212e880b" - OpenRTB source transaction ID.

### **ext.tmaxmax**

Media: Display + Video | Tags: s2s, timeout

**Meaning:** Upper bound timeout extension used by Prebid/PBS request handling.

**Source:** Ezoic OpenRTB serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB request/source/site/device extension

**Example:** 10000 - Upper bound timeout extension used by Prebid/PBS request handling.

## Video

### **adUnit.mediaTypes.video.api**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Supported video API frameworks.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** [2,7,8] - Supported video API frameworks.

### **adUnit.mediaTypes.video.companionad**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Companion ad objects for instream video.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** [{"id":"companion-1","w":300,"h":250}] - Companion ad objects for instream video.

### **adUnit.mediaTypes.video.companiontype**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Supported companion ad resource types.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** [1,2,3] - Supported companion ad resource types.

### **adUnit.mediaTypes.video.context**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Prebid video context.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** "outstream" - Prebid video context.

### **adUnit.mediaTypes.video.h**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Video player height.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 300 - Video player height.

### **adUnit.mediaTypes.video.w**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Video player width.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 400 - Video player width.

### **adUnit.mediaTypes.video.linearity**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Whether the video ad is linear.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 1 - Whether the video ad is linear.

### **adUnit.mediaTypes.video.maxduration**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Maximum video ad duration in seconds.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 30 - Maximum video ad duration in seconds.

### **adUnit.mediaTypes.video.minduration**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Minimum video ad duration in seconds.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 5 - Minimum video ad duration in seconds.

### **adUnit.mediaTypes.video.mimes**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Accepted video MIME types.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** ["video/mp4", "video/webm", "application/javascript"] - Accepted video MIME types.

### **adUnit.mediaTypes.video.plcmt**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** AdCOM placement subtype for video inventory.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 4 - AdCOM placement subtype for video inventory.

### **adUnit.mediaTypes.video.playbackmethod**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Playback method codes.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** [2] - Playback method codes.

### **adUnit.mediaTypes.video.playerSize**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Prebid player size array.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** [400,300] - Prebid player size array.

### **adUnit.mediaTypes.video.pos**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Placement position code.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 2 - Placement position code.

### **adUnit.mediaTypes.video.protocols**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Supported VAST protocol codes.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** [2,3,5,6,7,8,11,12] - Representative set of supported VAST protocol and wrapper codes for video auctions.

### **adUnit.mediaTypes.video.skip**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** OpenRTB skip flag.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 1 - OpenRTB skip flag.

### **adUnit.mediaTypes.video.skipafter**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Seconds after which the video can be skipped.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 5 - Seconds after which the video can be skipped.

### **adUnit.mediaTypes.video.skipmin**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Minimum ad duration before skip settings apply.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 16 - Minimum ad duration before skip settings apply.

### **adUnit.mediaTypes.video.skippable**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Prebid skippable boolean.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** true - Prebid skippable boolean.

### **adUnit.mediaTypes.video.startdelay**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Start delay: 0 pre-roll, positive mid-roll, -1 generic mid-roll, -2 post-roll.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 0 - Start delay: 0 pre-roll, positive mid-roll, -1 generic mid-roll, -2 post-roll.

### **adUnit.mediaTypes.video.useCacheKey**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Whether Prebid video should use cache keys for VAST delivery.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** true - Whether Prebid video should use cache keys for VAST delivery.

### **adUnit.mediaTypes.video.minbitrate**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Minimum video bitrate.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 300 - Minimum video bitrate.

### **adUnit.mediaTypes.video.maxbitrate**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Maximum video bitrate.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 9600 - Maximum video bitrate.

### **adUnit.mediaTypes.video.playbackend**

Media: Video | Tags: video, prebid, openrtb

**Meaning:** Playback end behavior code.

**Source:** sol adinsert/ads/videoads/videoad/prebidadunitparams.go; staticsol video AdUnitBuilder.js

**Presence:** Video ad units only.

**Visibility:** Partner-visible after Prebid/PBS converts ad units into OpenRTB video impressions

**ORTB reference:** Prebid mediaTypes.video / OpenRTB Video object

**Example:** 3 - Playback end behavior code.

### **request.ortb2.site.content.id**

Media: Video | Tags: video, content

**Meaning:** Video content identifier attached as a per-auction ortb2 overlay.

**Source:** staticsol video-bidder-prebid.js #getOrtb2Object

**Presence:** Video auctions when player content metadata is available.

**Visibility:** Partner-visible OpenRTB content context

**ORTB reference:** OpenRTB Site.content.id

**Example:** "video-content-123" - Current video content ID from the player object.

### **request.ortb2.site.content.title**

Media: Video | Tags: video, content

**Meaning:** Video content title attached as a per-auction ortb2 overlay.

**Source:** staticsol video-bidder-prebid.js #getOrtb2Object

**Presence:** Video auctions when player content metadata is available.

**Visibility:** Partner-visible OpenRTB content context

**ORTB reference:** OpenRTB Site.content.title

**Example:** "How to Prepare for a Road Trip" - Current video title from the player object.

### **request.ortb2.site.content.len**

Media: Video | Tags: video, content

**Meaning:** Video content duration in seconds attached as content metadata.

**Source:** staticsol video-bidder-prebid.js #getOrtb2Object

**Presence:** Video auctions when player content metadata is available.

**Visibility:** Partner-visible OpenRTB content context

**ORTB reference:** OpenRTB Content.len

**Example:** 124 - Video content duration rounded to seconds.

### **ortb2Imp.video.api**

Media: Video | Tags: video, impression

**Meaning:** Supported video API framework codes.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** [2,7] - Supported video API framework codes.

### **ortb2Imp.video.h**

Media: Video | Tags: video, impression

**Meaning:** Video player height in pixels.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 250 - Video player height in pixels.

### **ortb2Imp.video.linearity**

Media: Video | Tags: video, impression

**Meaning:** Video linearity code.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 1 - Video linearity code.

### **ortb2Imp.video.maxbitrate**

Media: Video | Tags: video, impression

**Meaning:** Maximum video bitrate.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 3000 - Maximum video bitrate.

### **ortb2Imp.video.maxduration**

Media: Video | Tags: video, impression

**Meaning:** Maximum video ad duration in seconds.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 30 - Maximum video ad duration in seconds.

### **ortb2Imp.video.mimes**

Media: Video | Tags: video, impression

**Meaning:** Supported video MIME types.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** ["video/mp4"] - Supported video MIME types.

### **ortb2Imp.video.minbitrate**

Media: Video | Tags: video, impression

**Meaning:** Minimum video bitrate.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 300 - Minimum video bitrate.

### **ortb2Imp.video.minduration**

Media: Video | Tags: video, impression

**Meaning:** Minimum video ad duration in seconds.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 5 - Minimum video ad duration in seconds.

### **ortb2Imp.video.placement**

Media: Video | Tags: video, impression

**Meaning:** Video placement type.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 1 - Video placement type.

### **ortb2Imp.video.playbackmethod**

Media: Video | Tags: video, impression

**Meaning:** Allowed playback methods.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** [2] - Allowed playback methods.

### **ortb2Imp.video.plcmt**

Media: Video | Tags: video, impression

**Meaning:** OpenRTB 2.6 video placement subtype.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 1 - OpenRTB 2.6 video placement subtype.

### **ortb2Imp.video.pos**

Media: Video | Tags: video, impression

**Meaning:** Ad position for the video impression.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 1 - Ad position for the video impression.

### **ortb2Imp.video.protocols**

Media: Video | Tags: video, impression

**Meaning:** Supported video protocol codes.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** [2,3,5,6] - Supported video protocol codes.

### **ortb2Imp.video.skip**

Media: Video | Tags: video, impression

**Meaning:** Whether the video ad can be skipped.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 1 - Whether the video ad can be skipped.

### **ortb2Imp.video.startdelay**

Media: Video | Tags: video, impression

**Meaning:** Start delay for the video placement.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 0 - Start delay for the video placement.

### **ortb2Imp.video.w**

Media: Video | Tags: video, impression

**Meaning:** Video player width in pixels.

**Source:** Ezoic video bidder serialization and live verifier run 5

**Presence:** Conditional; present when the corresponding request context is available.

**Visibility:** Partner-visible when included in the applicable OpenRTB or Prebid request path.

**ORTB reference:** OpenRTB Video object

**Example:** 300 - Video player width in pixels.