Programmatic Guidelines for Podcast Inventory

Introduction

As the Podcast Industry continues to grow and mature, it is important for the industry to adhere to advertising and content guidelines successfully established in other channels. This guide serves as a tool to consolidate and highlight a clear way to pass the most important signals available today in podcasting through programmatic channels.

While it is the advisement of the IAB that all partners participating in the programmatic buying and selling of podcast inventory should pass all prescribed information below, this is first and foremost a technical guideline built to outline process, and does not supersede individual business relationships established by buyers and sellers. It does, however, fully define how data should be sent.

Identity Signals

Programmatic advertising is an operational tool built to simplify the process of buying and selling inventory. To accomplish that simplicity, it is important not only to provide as many data signals as possible for a medium, but also to pass them predictably in the prescribed parameters.

Identity signals enable all sides of programmatic advertising to augment data, providing a unique value proposition to their clients. Some channels offer additional ID types, such as cookie IDs, device IDs, and other proprietary solutions as a match point. To supplement for these ID's, podcast ad servers or SSPs should pass a consistent synthetic ID comprised of a hashed IP address and Device User Agent to provide a probabilistic alternative for buyers looking for this type of anchor.

The IAB recommends passing the following values as identified in the OpenRTB spec:

Object: Device

Field	Value	Scope	Type	Description
ua/sau	User agent	Recommended	string/object	User agent detailing device make, model, app, version etc.
ip	Ip address	Recommended	string	IPv4 address closest to device.
ifa	Device ID	Recommended	string	For podcast specifically, SSPs should fill in using a persistent synthetic ID. If available, cookie or device ID should be passed.
ifa type	Ifa Type	Suggested	string	Value detailing whether IFA is SSP-generated synthetic IFA, device-generated, or publisher-provided.

Content Signals

Providing clear identification of content is just as important as listener identification signals. Podcasting has a wealth of knowledge contained within episode, show, and genre that will empower robust analytics and activation opportunities by programmatic partners.

These identifiers also serve to reconcile the sellers ads.txt, the confirmation of the sellers.json, and act as the foundation for Brand Safety and Suitability in podcasting, which is quickly becoming table stakes for advertising industry wide.

Note: Inventory that does not provide these values should be expected to be classified as "unverifiable" with the expectation that buyers are likely to de-prioritize. The passing of these signals from podcast channels will enable larger programmatic budgets from advertisers adhering to premium buying standards.

Object: Content

Field	Value	Scope	Type	Description
series	show name	Recommended	string	Content title.
title	episode title	Recommended	string	Content series.
genre	category	Recommended	array of string	Genre that best describes the content (e.g., true crime, comedy, etc.). IAB podcasts genre taxonomy preferred.
len	duration	Suggested	integer	length of content in seconds
id	GUID	Suggested	string	Unique ID identifying episode
url	RSS URL	Suggested	string	Unique URL identifying show

Updates and Feedback

Thank you for your attention to these important requests. We are open to your feedback and suggestions that will help us achieve our above stated goals. Please note we plan to update this document frequently where in future iterations, *suggestions* may move to *recommendations*, and *recommendations* to *requirements*.