



CTV Homescreen *VAST* Integration.

The process to make an ad-request to the Teads SSP for a CTV Homescreen VAST integration. Teads responds with a VAST 3.0 document for both the video and display experiences.

01 · FORMATS

Supported asset types.

For a full overview of supported asset types, dimensions, ratios and file-size limits, refer to the dedicated ad-specifications page.

CTV Homescreen — Ad specifications

www.teads.com/ad-formats/ad-specifications/ctv-homescreen/

02 · AD REQUEST

Supply-tag reference.

Make the ad-request by calling the Teads supply-tag URL with the macros below resolved to their runtime values.

Supply-tag URL

```
https://a.teads.tv/ctv-native-vast/{PARTNER_NAME}/{PLACEMENT_ID}
?appId={{BUNDLE_ID}}
&userId={{USER_ID}}
&ip={{IP}}
&playerHeight={{PLAYER_HEIGHT}}
&playerWidth={{PLAYER_WIDTH}}
&dnt={{DNT}}
&country={{COUNTRY_CODE}}
&adsSlot={{AD_SLOT}}
&lmt={{LMT}}
&opt_in={{OPT_IN}}
&language={{LANGUAGE}}
&gdpr={{GDPR}}
&gdpr_consent={{GDPR_CONSENT}}
```

Field	Description	Type	Note
{{PARTNER_NAME}}	Teads partner name	string	Provided by Teads
{{PLACEMENT_ID}} *	Teads placement identifier	number	Provided by Teads, per country
{{BUNDLE_ID}}	ID of the app on the platform that distributes it	string	—
{{USER_ID}}	User identifier	uuid	—
{{PLAYER_HEIGHT}}	Ad height requested	int	e.g. 496
{{PLAYER_WIDTH}}	Ad width requested	int	e.g. 1920
{{DNT}}	Do Not Track — chosen by user	0 or 1	—
{{COUNTRY_CODE}}	Device country	string	Three-letter code, e.g. USA (Alpha-3)
{{AD_SLOT}}	Placement name	string	URL-encoded version of adslot
{{LMT}}	Limit Tracking — chosen by user	0 or 1	1 = LMT, 0 = No LMT
{{OPT_IN}}	Opt-in — chosen by user	0 or 1	—
{{IP}}	Device IP address	string	—
{{LANGUAGE}}	Device language	string	e.g. en-US
{{GDPR}}	GDPR enabled	0 or 1	If applicable
{{GDPR_CONSENT}}	GDPR consent string	string	If applicable

* PLACEMENT_ID may differ per country — you must be able to send it per country.

Request URL examples

Without GDPR

```
https://a.teads.tv/ctv-native-vast/myPartnerName/444444
?playerWidth=1920&playerHeight=496&ip=103.210.192.33&dnt=0
&country=AUS&userId=4d8616ee-3cc2-8358-7770-c9842a7aa1f8
&adslot=Portal%2FHome&lmt=0&opt_in=true
```

With GDPR

```
https://a.teads.tv/ctv-native-vast/myPartnerName/123456
?playerWidth=1920&playerHeight=496&ip=103.210.192.31&dnt=0
&country=AUS&userId=4d8616ee-3ee2-8358-7660-c9842a7aa1f8
&adslot=Portal%2FHome&lmt=0&opt_in=true&language=en-US
&gdpr=1&gdpr_consent=CQZR7kAQ...
```

03 · RESPONSE

Sample response.

Teads responds with a VAST 3.0 document. For video, the asset URL is placed in the <MediaFiles> node as a <MediaFile>. For display images, the asset is placed in the <CompanionAds> node as a <Companion>.

Video response — <MediaFile>

XML · VAST 3.0 · Video

```
<VAST version="3.0">
  <Ad id="614369">
    <Inline>
      <AdSystem>Teads Technology</AdSystem>
      <AdTitle><![CDATA[ CTV_HS_Phase2_15sec_FR ]]></AdTitle>
      <Error><![CDATA[ https://t2.teads.tv/track?action=error-vast&... ]]></Error>
      <Impression><![CDATA[ https://t2.teads.tv/track?action=impression&... ]]></Impression>
      <Creatives>
        <Creative id="1767698" adId="614369">
          <Linear>
            <Duration>00:00:20</Duration>
            <TrackingEvents>
              <Tracking event="start"><![CDATA[ https://t2.teads.tv/track?action=start&... ]]></Tracking>
              <Tracking event="firstQuartile"><![CDATA[ ... ]]></Tracking>
              <Tracking event="midpoint"><![CDATA[ ... ]]></Tracking>
              <Tracking event="thirdQuartile"><![CDATA[ ... ]]></Tracking>
              <Tracking event="complete"><![CDATA[ ... ]]></Tracking>
              <!-- + mute, unmute, pause, rewind, resume, expand, collapse, close, skip -->
            </TrackingEvents>
            <VideoClicks>
              <ClickThrough><![CDATA[ https://www.myWebsite.com ]]></ClickThrough>
              <ClickTracking><![CDATA[ https://t2.teads.tv/track?action=click&... ]]></ClickTracking>
            </VideoClicks>
            <MediaFiles>
              <MediaFile delivery="progressive" type="video/mp4" width="1920" height="496">
                <![CDATA[ https://static.teads.tv/ctv-native-assets/.../MastheadVideo-1920x496.MP4 ]]>
              </MediaFile>
            </MediaFiles>
          </Linear>
        </Creative>
      </Creatives>
    </Inline>
  </Ad>
</VAST>
```

Image response — <CompanionAds>

XML · VAST 3.0 · Display

```
<VAST version="3.0">
  <Ad id="609864">
    <Inline>
      <AdSystem>Teads Technology</AdSystem>
      <AdTitle><![CDATA[ CTV Homescreen Display ]]></AdTitle>
      <Error><![CDATA[ https://t2.teads.tv/track?action=error-vast&gid=1456575&code=[ERRORCODE]&... ]]></Error>
      <Impression><![CDATA[ https://t2.teads.tv/track?action=impression&gid=1456575&... ]]></Impression>
      <Impression><![CDATA[ https://ad.doubleclick.net/ddm/trackimp/...;gdpr=${GDPR}&gdpr_consent=${GDPR_CONSENT_755};... ]]></Impression>
      <Impression><![CDATA[ https://pixel.adsafeprotected.com/rfw/st/.../skeleton.gif?gdpr=${GDPR}&... ]]></Impression>
      <Creatives>
        <Creative id="1768717" adId="609864">
          <Linear>
            <Duration>00:00:30</Duration>
            <TrackingEvents>
              <Tracking event="start"><![CDATA[ https://t2.teads.tv/track?action=start&gid=1456575&... ]]></Tracking>
              <Tracking event="firstQuartile"><![CDATA[ ... ]]></Tracking>
              <Tracking event="midpoint"><![CDATA[ ... ]]></Tracking>
            </TrackingEvents>
          </Linear>
        </Creative>
      </Creatives>
    </Inline>
  </Ad>
</VAST>
```

```

    <Tracking event="thirdQuartile"><![CDATA[ ... ]]></Tracking>
    <Tracking event="complete"><![CDATA[ ... ]]></Tracking>
  </TrackingEvents>
  <VideoClicks>
    <ClickThrough><![CDATA[ ?appId=youtube&contentTarget=... ]]></ClickThrough>
    <ClickTracking><![CDATA[ https://t2.teads.tv/track?action=click&... ]]></ClickTracking>
    <ClickTracking><![CDATA[ https://ad.doubleclick.net/ddm/trackclk/... ]]></ClickTracking>
  </VideoClicks>
  <MediaFiles>
    <MediaFile delivery="progressive" type="" width="0" height="0"><![CDATA[ ]]></MediaFile>
  </MediaFiles>
</Linear>
</Creative>
<Creative>
  <CompanionAds>
    <Companion width="1920" height="496">
      <StaticResource creativeType="image/jpeg">
        <![CDATA[ https://static.teads.tv/ctv-native-assets/.../MastheadDisplay-1920x496.jpg ]]>
      </StaticResource>
      <CompanionClickThrough><![CDATA[ ?appId=youtube&contentTarget=... ]]></CompanionClickThrough>
      <CompanionClickTracking><![CDATA[ https://t2.teads.tv/track?action=click&... ]]></CompanionClickTracking>
      <CompanionClickTracking><![CDATA[ https://ad.doubleclick.net/ddm/trackclk/... ]]></CompanionClickTracking>
    </Companion>
  </CompanionAds>
</Creative>
</Creatives>
</InLine>
</Ad>
</VAST>

```

04 · USER INTERACTIONS

Call to actions.

Set the `<ClickThrough>` value according to the expected behavior upon a user click.

Click to Web

Redirects the user to the advertiser's website.

```

<ClickThrough><![CDATA[
  https://www.placeholder.com
]]></ClickThrough>

```

Click to Image

Displays an image on the TV screen.

```

<ClickThrough><![CDATA[
  https://www.partner.com/creative.jpeg
]]></ClickThrough>

```

Click to Video

Displays a video on the TV screen.

```

<ClickThrough><![CDATA[
  https://www.partner.com/creative.mp4
]]></ClickThrough>

```

Click to Deeplink

Launches a specific application on the TV.

```

?appId=<appId>&contentTarget=<contentTarget>

```

Supported deeplink apps

YouTube · YouTube TV · Apple TV · Amazon Prime · Disney+

Deeplink format. Use URL-encoded values for both `appId` and `contentTarget`. Example:

```
?appId=youtube&contentTarget=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DMtsgj1E-LHg
```

05 · BRAND SAFETY

Creative approval — optional.

Teads offers an optional in-house creative-approval tool for brand-safety compliance. Assets can be reviewed through our proprietary system if required by platform guidelines or advertiser preferences. Creative delivery will not begin until assets have been validated.

06 · INTEGRATION ROADMAP

Integration steps.

The full integration roadmap — from technical alignment to global availability — is detailed in the Standard integration timeline document.