standardisation and innovation:
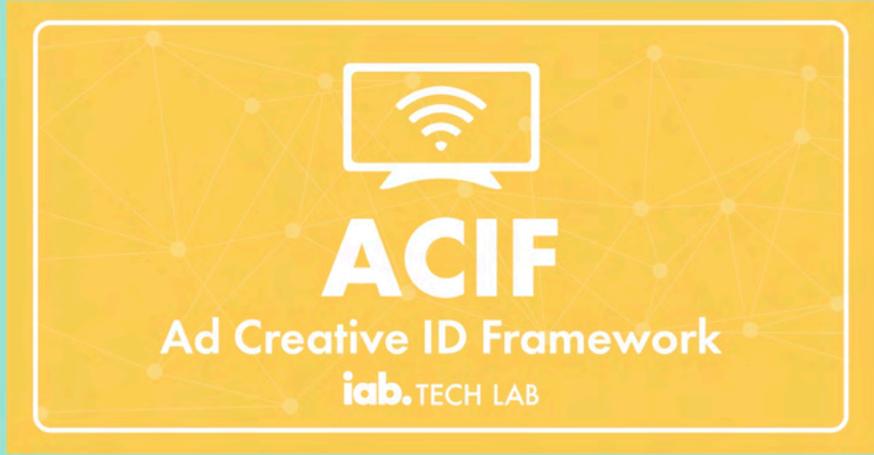## an ad creative id framework update & ctv hero

jonas jaanimagi

technology lead,
iab australia

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australia

video
summit

AD FORMAT HERO
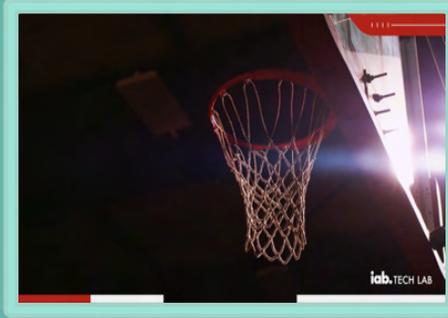
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CTV Ad Format Hero Initiative

- IAB Tech Lab initiative to identify new CTV Ad Formats **for standardisation to drive CTV growth**

- **Over 100 formats submitted by** 40+ companies

- **8 unique formats** identified for **standardisation**
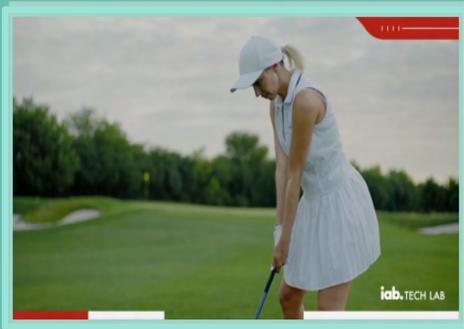
What are the 8 final formats?

menu ads

pause ads

screensaver ads

in scene ads

overlay on content ads

content squeeze back ads

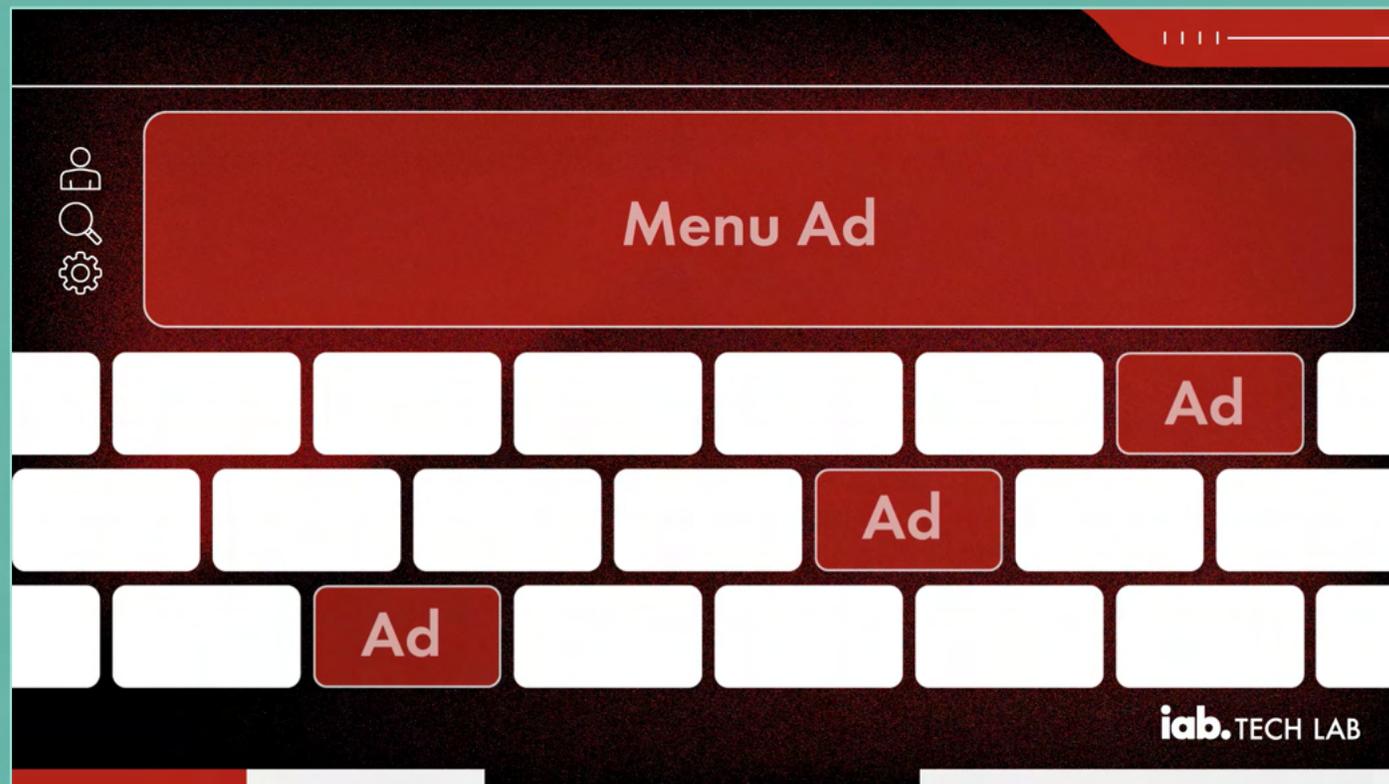ad squeeze back ads
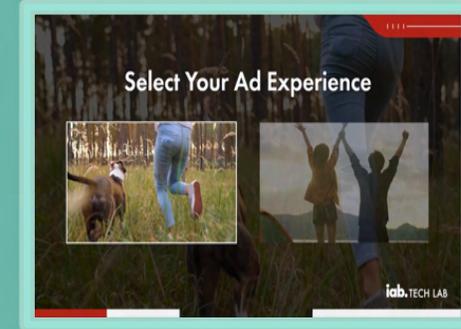
immersive/ extendable ads

Menu Ads

Also known as **Home Screen or Tile Ads**

Initiated & inventory Controlled by App or Device

Static image or Video creative

Can be interactive

Pause Ads

Initiated when **viewers pause content.**

Inventory controlled by Content Provider or App

Full screen or Overlay.

Can be interactive.

Dismissed **when Pause ended** by viewer.
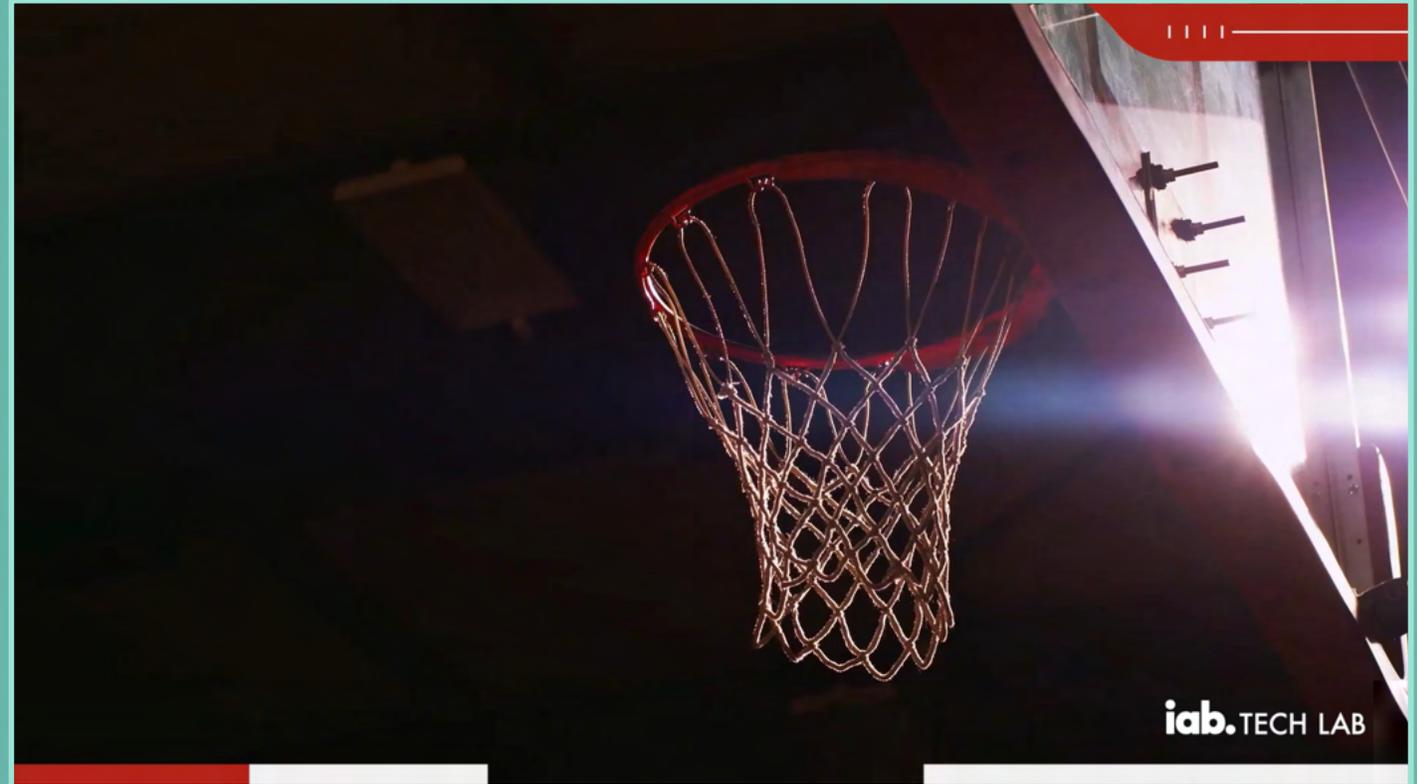
Screensaver Ads

Similar to Pause Ads but **initiated by App or TV OS** rather than Viewer.

Inventory controlled by App or Device.

Static display that is **Full or Partial screen.**

Can be interactive & Audio is off by default.

Viewer dismisses Ad by reactivating content.

Overlay on Content Ads

Non-Linear Ads **during program Content.**

Native Display or Video **appears over Content.**

Can be interactive.

Initiated & inventory controlled by Content Provider.
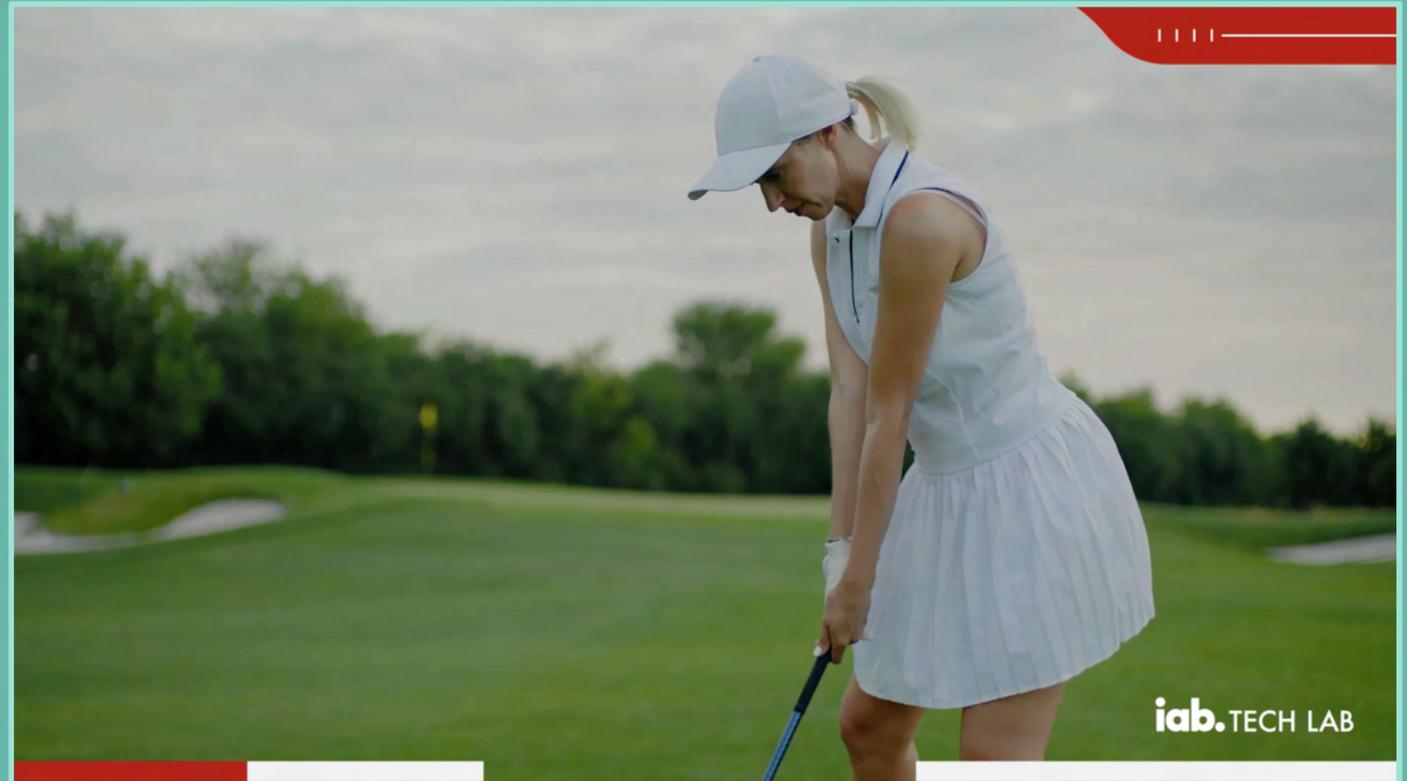
Content Squeeze Back Ads

Also known **as Frame Ads, L-Shape Ads & Double Box** based on how Content resizes.

Non-Linear ads **shown during Content.**

Program Content **resized** to make way for the Ad.

Initiated & inventory controlled by Content Provider.
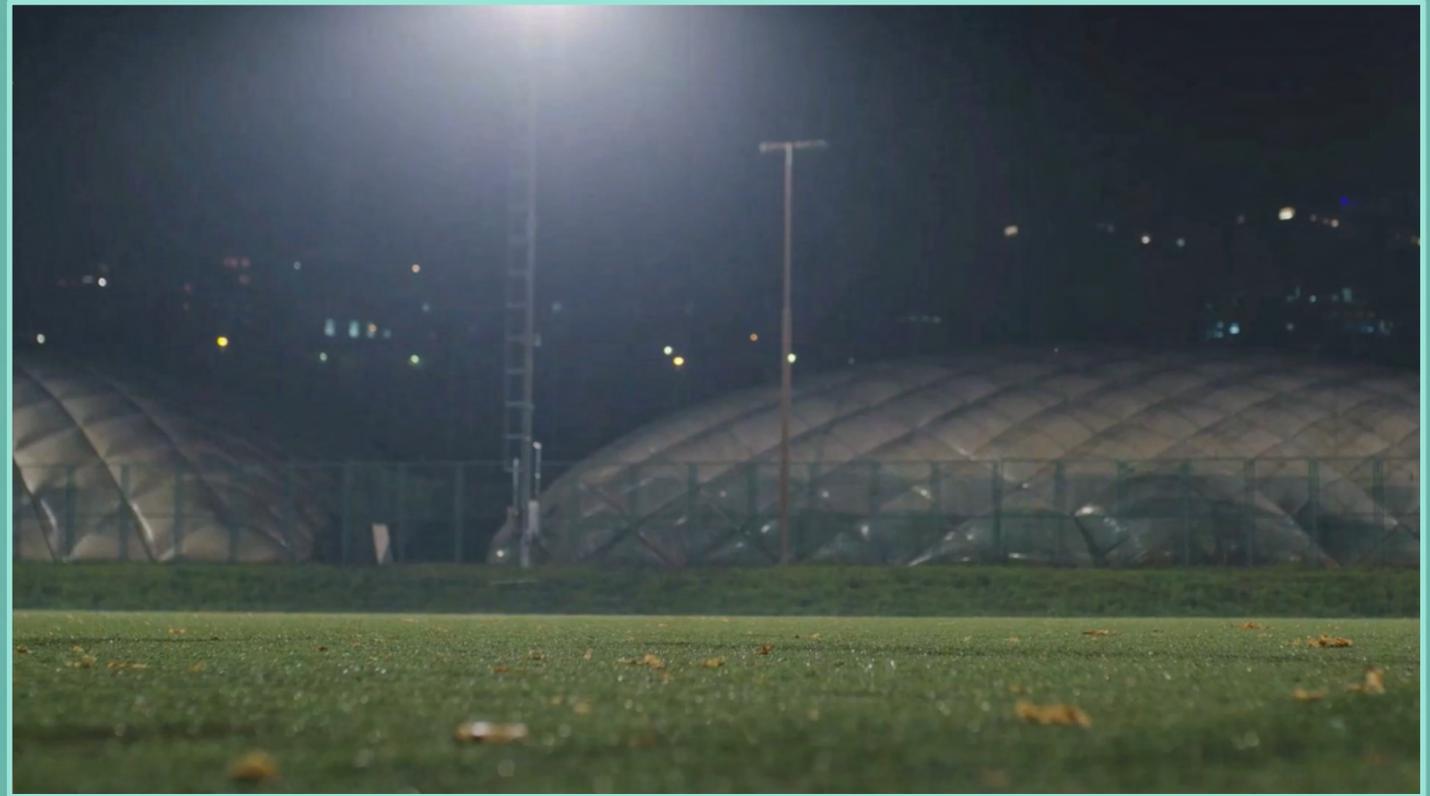
Ad Squeeze Back Ads

Also known as **Product Match Ads or Product Correlation Ads.**

Occurs **during Ad break.**

Original ad is resized based upon Companion sizing.

Initiated and Inventory Controlled by Ad Server.

Original Ad

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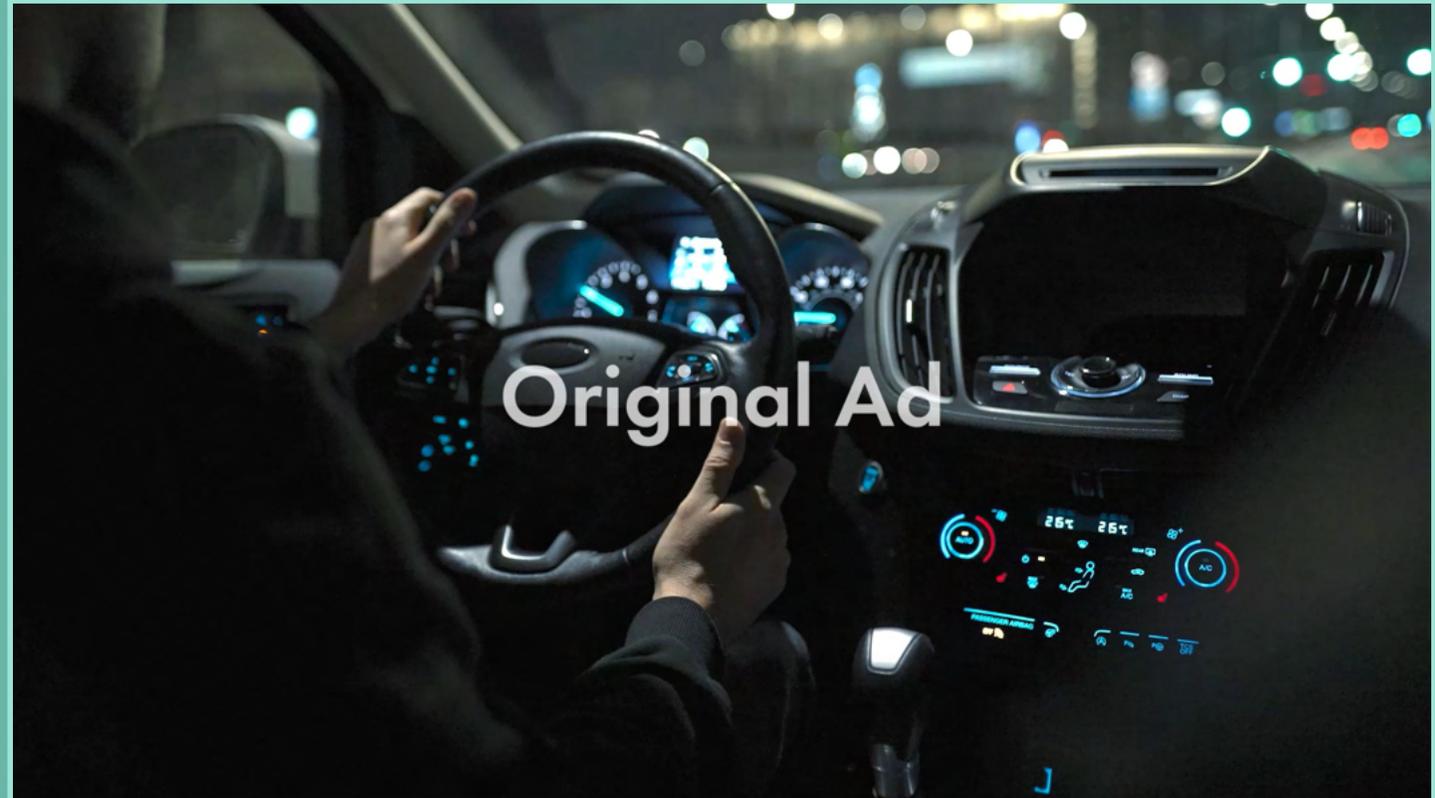
In Scene Ads

Also known as **Brand** or **Product Ads.**

Display or video **inserted over original content.**

Expected to appear like part of original content.

Initiation & inventory is controlled by **the Content Provider.**

Immersive / Extendable Ads

Represents **a variety of interactive ad features.**

User interaction via **prompt** or **button**.

Interaction **results in leaving App** (e.g., Shoppable ads).

Can occur on ads originating from Content Provider, App, or Device.
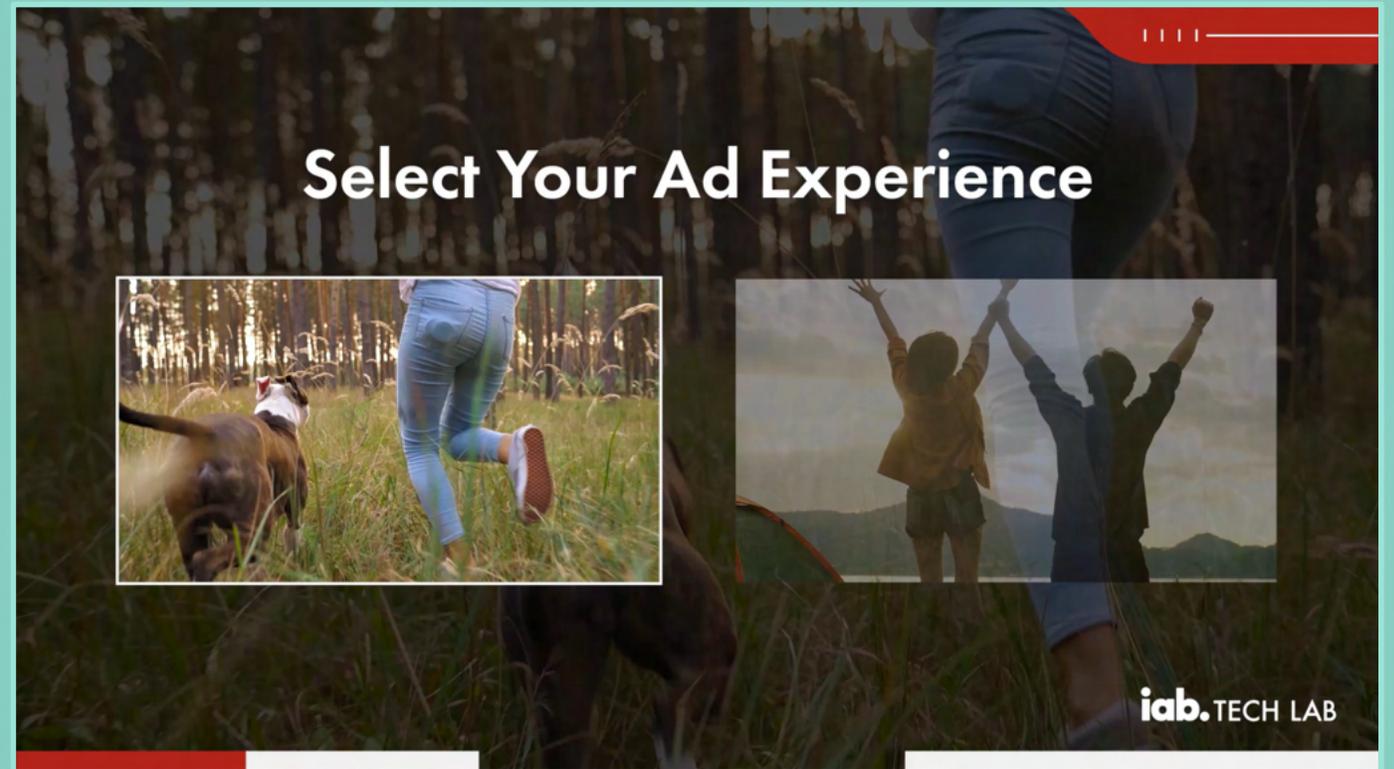
What was learnt via industry feedback?

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Pause Ads are VERY popular amongst all segments of the ecosystem.

Buy Side has more enthusiasm for less interruptive formats.

Sell Side puts more focus on the formats that create additional unique supply.

Excitement that some of the more complex-to-execute formats now will have potential due to effective Standardisation.

What Next?

Updates to Standards (e.g. OpenRTB, VAST, SIMID) to support CTV Ad Formats

Creation of CTV Ad Portfolio and Guidance specifications (Q4 2025)

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CTV Ad Portfolio and Guidance
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The Realities of Ad Creative Classification and Measurement

According to IAB's 2024 Digital Video Ad Spend & Strategy Report, challenges tied to managing ad creative include creative-level views, sell-side interoperability, and standards. Yet, nearly 9 in 10 TV/Video buyers do not register any ad creative. Only 14% register all ad creatives and **82% of buyers say that a lack of tagging and the inability of models to provide creative-level performance are top ROI challenges.**

Even though buyers project significant performance improvements if given the ability to tie campaign performance back to specific ad creatives, half still use digital asset management tools, file uploads, and Excel to share creatives with media partners.

3 in 4

buyers believe that the ability to tie campaign performance to specific ad creatives could increase ROI by at least 10%

ROI IMPACT VIA THE ABILITY TO TIE ROI BACK TO AD CREATIVE

60%+
8%

No increase
1%

40% to <60%
17%

1% to <10%
13%

20% to <40%
27%

10% to <20%
34%
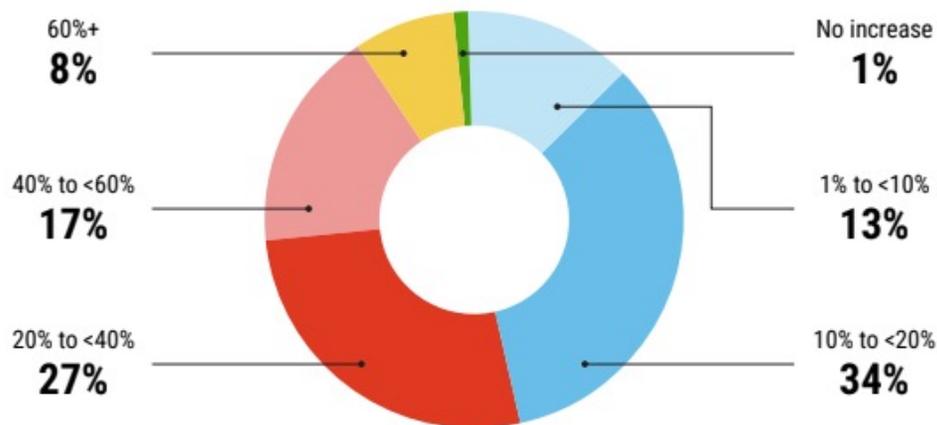
Q. How much greater do you believe overall TV/video ad ROI is or would be with the ability to tie campaign performance back to specific ad creatives? Base: Total Respondents

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The Who, What, When, & Where

Everyone in the supply chain wants to know

Who owns the ad being served

What is the ad being served

When is the ad being served

Where is the ad being served

Putting the Pieces Together

Multiple Platforms

Multiple Devices

Streaming vs Linear

TV Multiple Formats
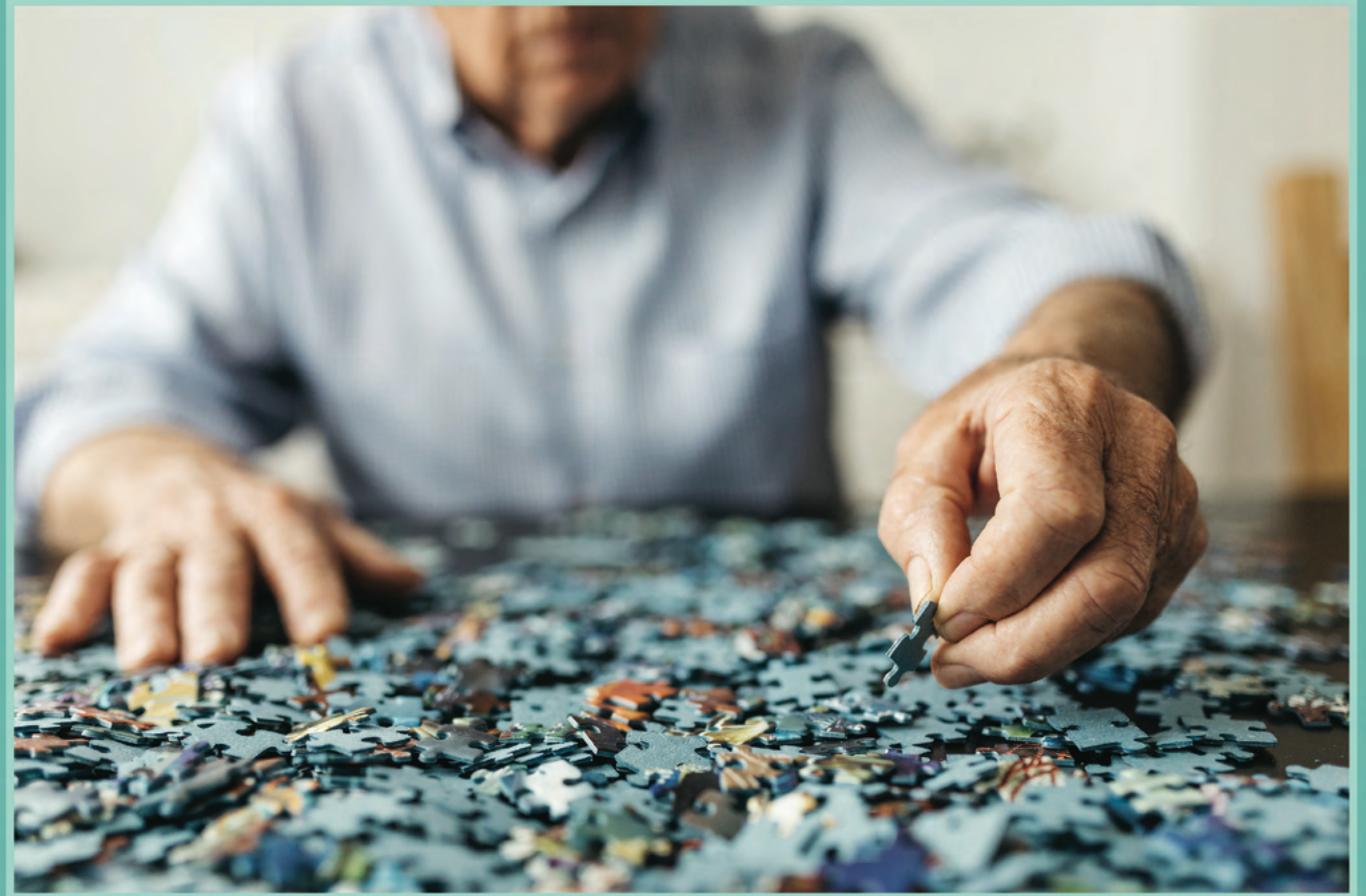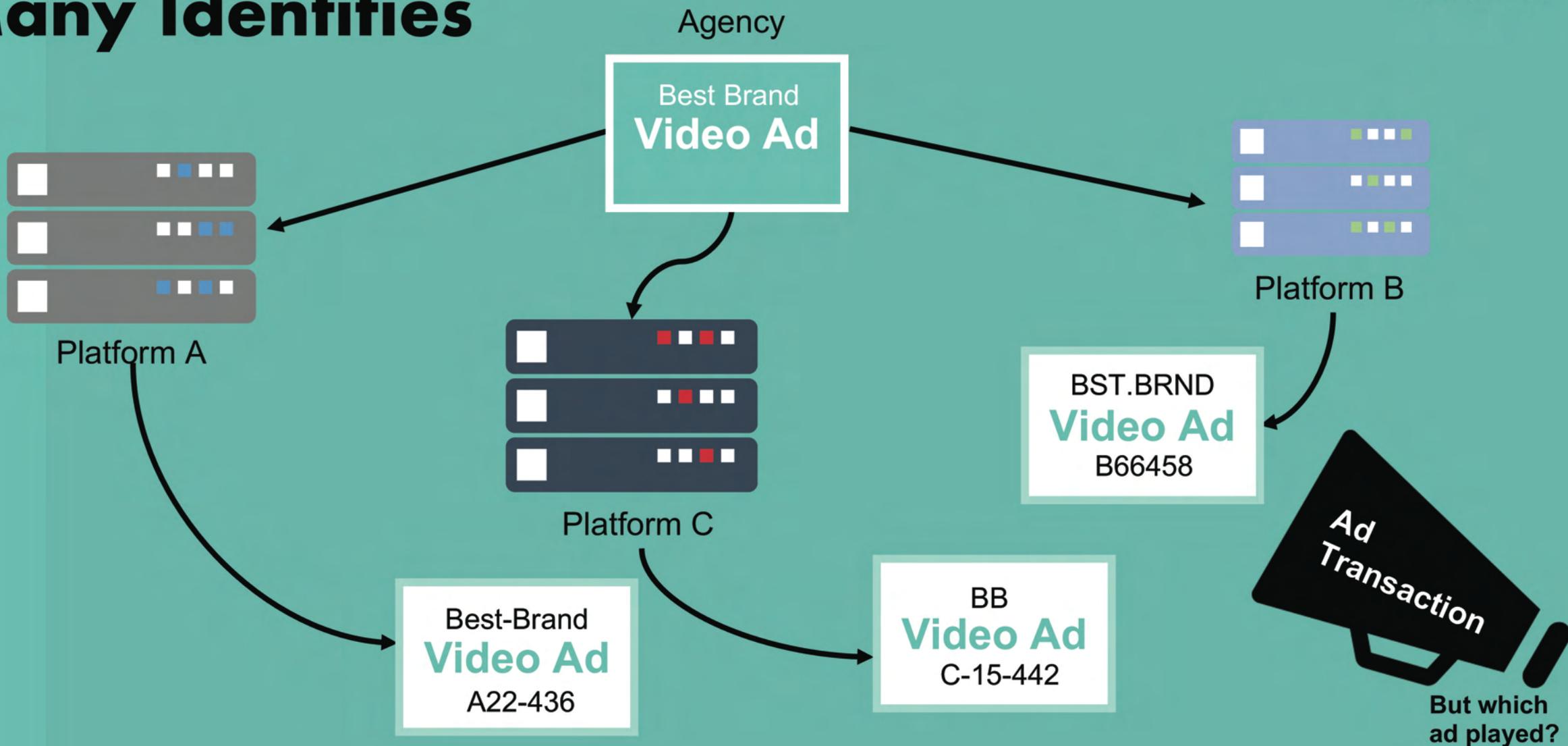
Challenges Using Unique IDs to Track Ad Creatives

Two-thirds struggle with tracking ads due to ID inconsistencies and logging failures.

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Fields for providing IDs are inconsistent — **68%**

IDs provided are replaced with a system-generated ID — **66%**

Platforms moving assets through campaigns don't log the ID — **64%**

The ID doesn't travel well with the asset — **57%**

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More than reconciliation...

Knowing what ad is in the response is critical...

Is it competitive to other ads in the same ad pod?

How many times has this ad already been shown?

Does the ad fit with content for brand safety?

Exactly where has my ad been delivered?

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Ad Creative ID Framework

An IAB Tech Lab initiative to define the **way registered creative IDs** travel with the ad creative through the supply chain, **enabling effective cross-platform measurement** & reconciliation.

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What is ACIF?

01 Registries

provide registered IDs for all video creative

02 Standardized Use

buyers, creative management teams, workflows need to update to ensure creative IDs make their way into VAST or the appropriate transport method based on the buy-type

03 Directory

a directory of all participating registries globally. Ad tech platforms can easily find the framework participants and the method to access the registries ID validation

04 Validation API

method for supply chain participants to prove that an ID was generated by a registry and who the advertiser is

From Registry to Validation

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Creative Agency

Media Agency

Advertiser

04 Validation API

03 Tech Lab Directory

Ad Tech (DSP/SSP)

01 Ad Registry
(e.g., Ad-ID, ARPP or Clearcast)

{"creative":
{"id": "CNPA048400H"
"advertiser": "coke"
"product" : "coke zero"
....

{"creative":
{"id": "CNPA048400H"}

Issues creative ID

Measurement Provider

Verification Provider

Programmer MDM

Participating Registry 1
domain = adregistry.com/validate

02 Standardized Use
VAST example:
<UniversalAdId idRegsitry="ad-id.org">CNPA0484000H<UniversalAdId>

Participants want to verify what CNPA048400H at ad-id.org is for reconciliation. They can retrieve an updated list of participating Ad Registries and their validation APIs from Tech Lab

Benefits Summary

#1

Creative Reconciliation

ACIF eliminations millions of hours spent tracking down ads, matching data logs and validating campaign information.

#2

Frequency Capping

Today, the same video ad often has different sources, identifiers, and labels. ACIF makes it easier for ad-decisioning algorithms to manage ad frequency.

#3

Competitive Separation

ACIF will make it easier to ensure that competitive ads are appropriately separated.

#4

Cross-platform TV measurement

One persistent creative ID enables accurate counting with de-duplication across linear and digital channels.

#5

Campaign ROI

Understanding campaign performance for specific ad creative enables advertisers to take action and vastly improve the overall campaign ROI.

#6

Brand and publisher reputation

A stable unique ID helps ensure contextual relevance, competitve separation and brand suitability, providing high-quality content experiences.

Cross Publisher Reporting

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Reporting without ACIF

Creative Name	Creative ID	Linear Imps	Streaming Imps	X-Platform Imps
15s Ad Linear	ADID1	1M	X	???
30s Ad Linear	ADID2	2M	X	???
15s Ad Streaming	MVT123	X	2.5M	???
30s Ad Streaming	MVT378	X	2M	???

Without a consistent Creative ID, the same ad on Linear and Streaming are treated as separate Ads. So, how do you calculate cross platform impressions?

Reporting with ACIF

Creative Name	Creative ID	Linear Imps	Streaming Imps	X-Platform Imps
15s Ad	ADID1	1M	2.5M	3.5M
30s Ad	ADID2	2M	2M	4M

With a single ID in place calculation is simple and accurate

Cross Publisher Reporting

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Reporting without ACIF

Creative Name	Creative ID	Publisher 1		Publisher 2		
		Linear Imps	Streaming Imps	Linear Imps	Streaming Imps	X-Platform Imps
15s Ad Linear	ADID1	1M	X	1.2M	X	???
15s Ad Streaming	MVT123	X	2.5M	X	X	???
15s Ad Streaming	STM854	X	X	X	2M	???

Reporting with ACIF

Creative Name	Creative ID	Publisher 1		Publisher 2		
		Linear Imps	Streaming Imps	Linear Imps	Streaming Imps	X-Platform Imps
15s Ad	ADID1	1M	2.5M	1.2M	2M	6.7M

Different worlds
With & Without ACIF

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Which outcome would you & your team prefer?

Campaign Reconciliation without ACIF

Campaign Reconciliation using ACIF

DASHBOARD NAME

WIDGETS

AD COST -TREND WIDGET

VISITS - TREND WIDGET 2 METRICS
● Visits   ● Ad Clicks

COST PER CLICK (CPC) - GAUGE WIDGET

$3.76

AD IMPRESSIONS - HISTORIC WIDGET

35,567

TOTAL PAGEVIEWS

252,292

TOTAL VISITS

57,841

Huge amount of effort to produce inaccurate and inconsistent results
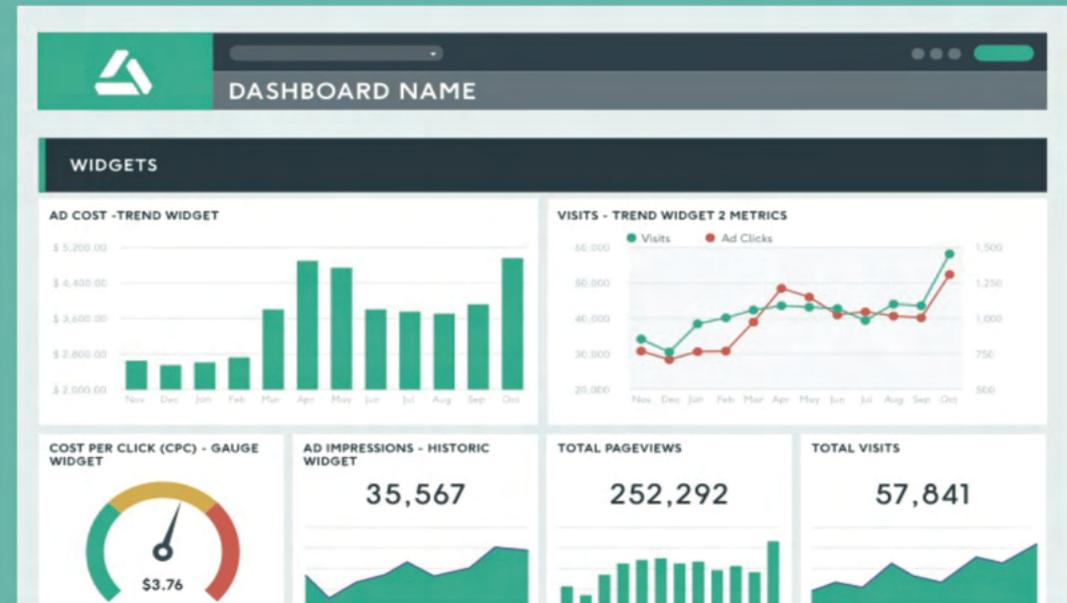
Single SKU per Ad Creative makes accurate results reporting possible in minutes

1. Registries

provide registered IDs for all video creative.

2. Standardised Use

buyers, creative management teams, workflows need to update to ensure creative IDs make their way into VAST or the appropriate transport method based on the buy-type.

3. Directory

a directory of all participating registries globally. Ad tech platforms can easily find the framework participants and the method to access the registries ID validation.

4. Validation

method for supply chain participants to prove that an ID was generated by a registry and who the advertiser is.

Advertisers/Agencies

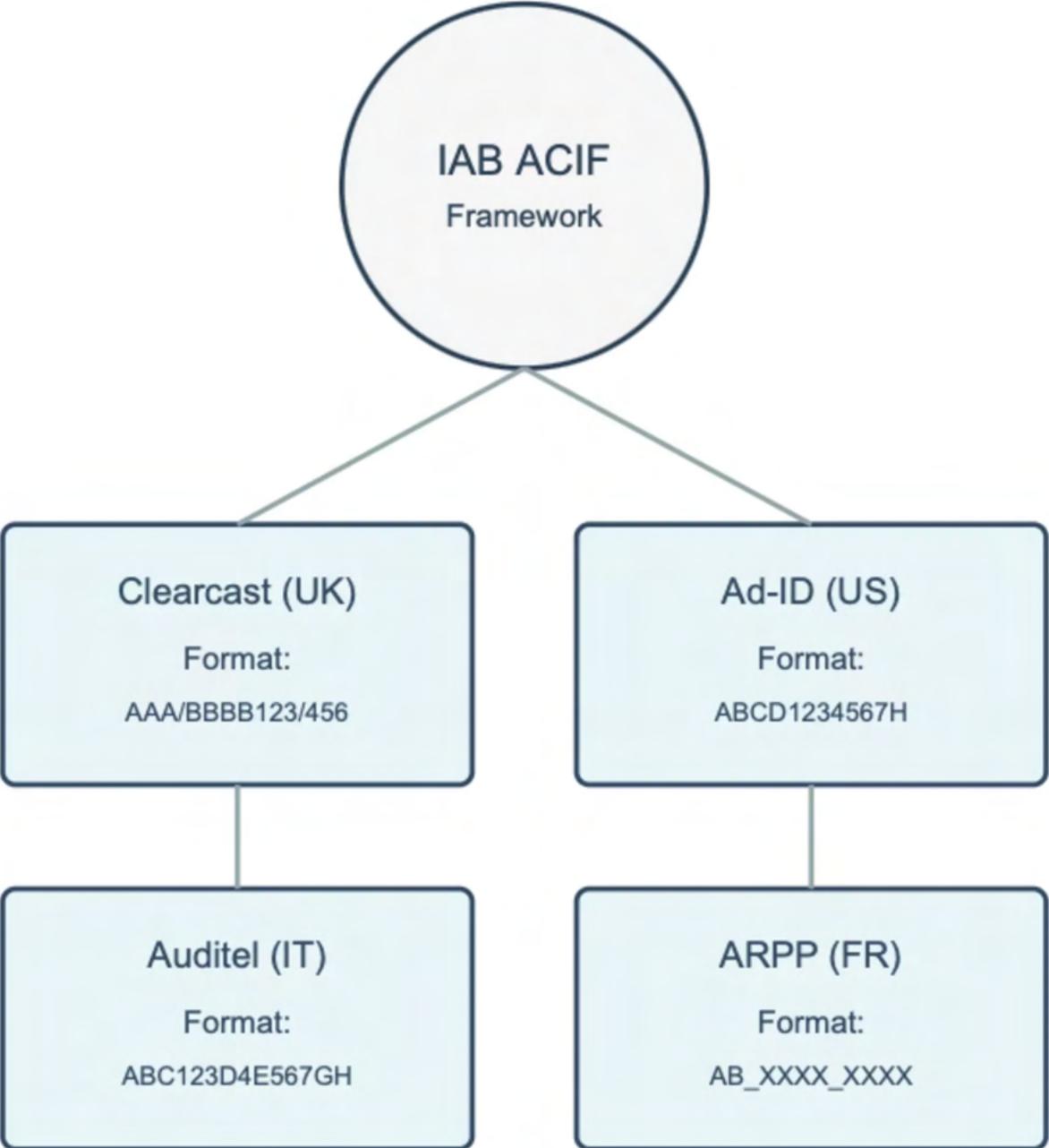ensure standard usage of registered IDs on all video inventory, include the ID and registry in VAST

Technology Platforms

make it easy to include and pass along the UniversalAdID attribute and domain in VAST. Check with registries for ability to validate IDs.

Registries

provide easily accessible methods for ID validation and basic metadata.

Home / Transparency Center / Data Explorer / Specification Adoption

Jonas ▼

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TOOLS PORTAL

🏠 Home

📁 Resource Center ⌄

🔍 Transparency Center ⌄

▶️ Getting Started

🗄️ Data Explorer ⌄

   Compliance

   Business

   Supply Chain

🔌 API Access ⌄

   Compliance

   Business

   All

Specification Adoption

🔍 Search for domain

AdTech Type:

Ad Creative Registry ⌄

Specification:

All ⌄

Version:

All ⌄

Find Companies

Company	Domain Name	AdTech Type	Specifications
Clearcast	clearcast.co.uk	Ad Creative Registry	View Company
ARPP - Autorité de Régulation Professionnelle de le Publicité	arpp.org	Ad Creative Registry	View Company
AD-ID	ad-id.org	Ad Creative Registry	View Company

20 rows ⌄ |<   <   1-3 of 3   >   >|

What is Required Here in Australia?

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1. **Establish a local AU Registry:**

The key starting point is to establish a local registry here that maintain records for ad creative and assign each a unique ID. We are lucky as the foundational requirements here already exists for TVC through ClearAds, and we are now working to build upon this for all video assets.

2. **Standardise the use of registered IDs:**

This does rely upon the use of VAST and a recent addendum does ensure ease of transport of a registered ID through the supply chain (via the UniversalAdId field). We will need to collaboratively establish this as standard industry practice here, which will require a united effort.

3. **ACIF Directory:**

This is a centralised solution managed by IAB Tech Lab which enables ad systems to identify where and how to validate a registered creative ID from a participating Registry. Minimal requirements for a directory will include a registry URL/code as a unique identifier for the registry and lookup info so that a business can validate each ID. We are working to ensure that a local AU registry can meet those requirements for us to formally participate in a dedicated local (and global) framework.

4. **Validation:**

The final component of ACIF is the ability to validate registered ad creatives when their unique IDs are encountered in the video ad supply chain. Ad tech companies wishing to validate can use the ACIF Directory to look up the ad registries and how each enables validation and metadata retrieval. Again, we'll need to test this via the Validation API and support its adoption locally.

How Can Each Stakeholder Contribute?

To fully realize the benefits of ACIF, every participant in the CTV supply chain must take action. Some of these actions are straightforward and simple, whilst others will require automation leveraging the APIs that are part of the overall ACIF solution.

With the following actions, everyone in the Supply Chain will benefit:

- **Advertisers:** Register creatives with your local creative registry.

- **Agencies:** Treat streaming like linear TV by appending Creative IDs to all creatives.

- **Creative Registries:** Support validation of Creative IDs via the ACIF Validation API.

- **Creative Logistics Providers:** Automate Creative ID validation and usage in VAST tags

- **Ad Serving Platforms, and DSPs:** Validate Creative IDs and ingest metadata from registries.

- **Publishers:** Require Ad IDs on all campaigns to enable cross-publisher measurement