Quality Criteria Standalone

Preamble

The following quality criteria serve as a guideline for best possible monetisation of standalone inventory according to the IAB PLCMT definition. The contents of this guideline are based on market developments over the past 24 months. The performance values are assessed by RTL AdAlliance using smartclip's proprietary systems as well as leading ad verification providers.

Whether intentional or not, not adhering to the criteria may prompt a thorough review and could potentially lead to deactivation or reduced revenues. Following the guidelines is important - not only to meet buyer expectations but also to support optimal sales performance.

Publisher Requirements

– Installation and regular maintenance of an ads.txt and/or app-ads.txt file; guarantee from publisher that all inventory is properly authorised.
– Correct transfer of the referrer domains and/or bundle IDs.
– Correct transmission of the consent string signal according to TCF 2.2 (EU only).
– Correct transfer of the App Store URL for in-app inventory.
– No violation of applicable law. Compliance with legal safety regulations is obligatory.
– Invalid Traffic (IVT) must be avoided. If the IVT rate surpasses the predefined threshold, RTL AdAlliance reserves the right to deactivate the publisher.
– Correct transmission of SupplyChain nodes according to the IAB SupplyChain Object specifications if all or parts of the inventory are not owned and operated.
– Implementation of an openly accessible sellers.json file according to the IAB specifications if the publisher belongs to either of the seller types BOTH or INTERMEDIARY.
– Acceptance for agile integration of new standalone formats (after prior review by RTL AdAlliance, especially with regards to the Coalition for Better Ads).
– Transmission of the correct PLCMT value according to the IAB specifications

Player Requirements

If the publisher implements a standalone player other than smartclip technology, the following requirements apply:
– Viewability measurement must be enabled via OM SDK & OMID as outlined in the standards from the IAB.
– Sound off by default.
– The player starts automatically when it is more than 50% visible and pauses when it is less than 50% visible.
– The player pauses when the user switches tabs.

- Player controls are not permitted to overlay the video content unless they are transparent and fade out after the mouse leaves the player screen.
- No looped playing of video ads.
- A sticky player is permitted in coordination with RTL AdAlliance — it must have a close button and should not overlay any relevant page elements (similar to smartclip's InSwipe format).
- The player must be able to display all information as required by Article 26 of the Digital Services Act (EU only).

Placement Requirements

- Only one video ad is allowed to play at a time within the viewport (also applies in cases where both in-stream and standalone players run on the same page).
- Player environment is ideally editorial — user-generated content must be pre-screened by the publisher and approved by RTL AdAlliance.
- Integration of the player in articles only (not on home or main pages).
- Integration of the player between two text blocks.
- Ideally, the integration is placed in the upper third of the webpage, but below the area immediately visible to the user (coordination with RTL AdAlliance).
- No direct borders to other ad placements on the website.
- No overlay ads.
- Ad clutter must be avoided in the player environment & no MFA (Made for Advertising) sites
- The same quality standards apply for both desktop and mobile inventories.