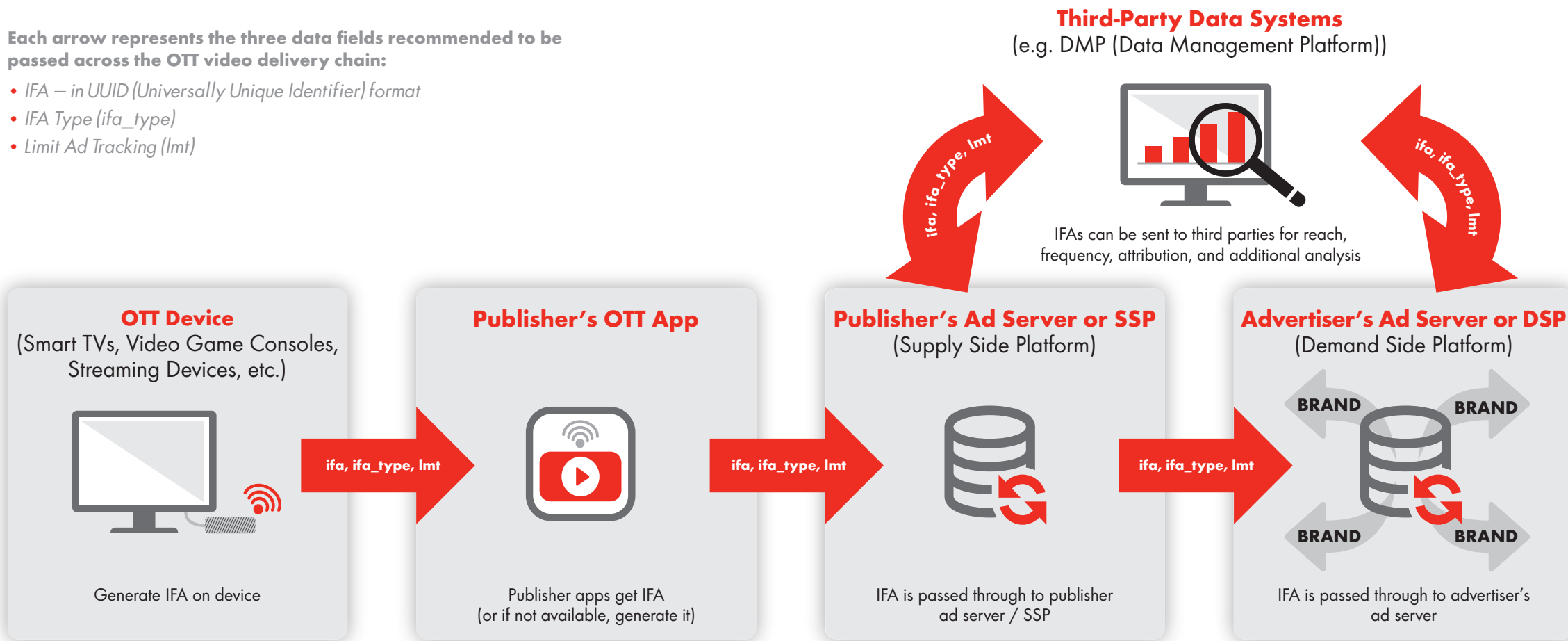


# IDENTIFIER FOR ADVERTISING (IFA) ACROSS OVER-THE-TOP (OTT) DEVICES: OVERVIEW & BENEFITS

Each arrow represents the three data fields recommended to be passed across the OTT video delivery chain:

- IFA – in UUID (Universally Unique Identifier) format
- IFA Type (ifa\_type)
- Limit Ad Tracking (lmt)



## Why use IFAs? Value proposition and use cases:

- Better targeting
- Fraud detection
- Frequency capping
- Sequential advertising & retargeting
- Reporting and audience measurement, including unique reach