

# Native App Compatibility Mapping

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Per the Open Measurement (OM) License for Native App Measurement, V1.1 “native app” “Native App” means any application that uses native device UI frameworks for audio or audiovisual content, navigation, and advertising delivery. Such application may run on client devices that may have their own screen for audiovisual display or speaker for audio delivery or may be directly connected to an external monitor or screen or speaker to display content or deliver audio content. For example, Native Apps include applications installed and executed on devices like iPhones, Android Phones, Roku, Apple TV, Chromecast, Amazon FireTV, Samsung Smart TV, Amazon Alexa, Sonos, Google Home, and gaming consoles like Sony PlayStation and Microsoft Xbox. For the avoidance of doubt, Native App also includes the use of in-app web views that deliver web-based ads. The Tech Lab shall maintain a mapping of devices, operating systems, apps, and SDKs that are compatible with the OM SDK for Native-App Measurement (the “Native App Compatibility Mapping”).

The Native App Compatibility Mapping shall be publicly available and published by Tech Lab here

<<https://iabtechlab.com/standards/open-measurement-sdk/native-app-compatibility-mapping>>.

## Compatible OMSDK for Target/Platform & Environment:

Target/Platform	Environment	SDK*	Compliance Platform Type**
iOS (iPhone/iPad)	Mobile App	OM iOS SDK	iOS
Android Phone or Tablet	Mobile App	OM Android SDK	Android
Desktop/Mobile Web Browser	Web	OM Web Video SDK	Web
Apple TV	CTV	OM iOS SDK	CTV-iOS
Amazon Fire	CTV	OM Android SDK	CTV-Android
Android TV ( <a href="#">see all</a> )	CTV	OM Android SDK	CTV-Android
Roku	CTV	Not currently supported	NA
Samsung - Tizen	CTV	Not currently supported	NA
LG - Web OS	CTV	Not currently supported	NA
Vizio - Smartcast OS	CTV	Not currently supported	NA
Web Cast Apps	CTV	Not currently supported	NA
HTML5 Apps for CTV	CTV	Not currently supported	NA
MacOS (Catalyst/AppKit)	Desktop	Not currently supported	NA
Windows	Desktop	Not currently supported	NA

\* The SDK downloaded from [tools.iabtechlab.com](https://tools.iabtechlab.com)

\*\*The compliance type certified via the IAB Tech Lab OMSDK Compliance Process