OM SDK CTV Release 1.4: What is new?

IAB Tech Lab Open Measurement SDK 1.4 marks a new milestone in the cross channel measurement journey. It is the first release designed to support CTV environments, starting with AndroidTV and tvOS. Current mobile-app integrations should treat this as a standard update.

OM SDK follows a semantic versioning system for the OMID API, where new "minor" releases within a "major" version maintain compatibility with verification scripts written using older minor releases in the same major version. OMID 1.4 will be a minor release, adding new API calls and events while supporting verification scripts using OMID 1.1 and later.

Summary of new features:

- **Identifying CTV Traffic**: Know the environment in which a native app is running.
- **Last Activity:** Signal that an event occurred indicating someone is "still watching".
- **Display Connection Status:** Understand when the TV display is off, but applications may still be running.
- **Video Pod Measurement**: Enable measurement of video ad pods with gapless playback for "javascript" session types.

Continue reading for a more detailed summary of these new features.

Identifying CTV Traffic

To understand if an integration has compliance for a given environment, we've added a new property to the context included in sessionStart event data. The new property will hold an enum value specifying the device category: CTV, MOBILE, DESKTOP (not expected to be used in the initial release) or OTHER (e.g. Android for Cars). If the device category cannot be determined (which will be the case in the OM SDK for Web) the property will be left undefined or may be provided by the integration partner.

Last Activity

Binge watching CTV content seems to be a trend with consumers. For ad measurement, it's important to understand in extended content viewing cycles if someone is watching the content, or if a device was left on.

- A new API for signaling last activity will be exposed to integrators on all platforms.
- Calling the method indicates that a user activity has occurred *at the exact time* the method is called; in other words, the integrator "pings" the OM SDK when an activity occurs (which will be signaled by the publisher based on instrumentation of user actions in their app).
- A new field will be added to sessionStart event data; the format will be an object including a single field holding a timestamp in UTC epoch format.
- A specified list of event types which are acceptable to trigger the "last activity" signal are not included, as these interactions may vary by app. One could think of an interaction such as "watch next," "are you still watching," "skip," or others. The integrator may include as many signals as desired.

Display Connection Status

It's critical for CTV measurement to understand if, when an application is running, the display screen is on.

- A new value indicating that there is no display connection will be added to the Reason enum.
- When the OM SDK determines that there is no display connection, this value will be added to the list of reasons provided in the event data of ad view-related events.
- In this case, the pixelsInView and percentageInView values will be zeroed out like they are when the app is backgrounded.

Video Pod Measurement

In the OM SDK for App (used on mobile devices and now CTV devices), gapless pods of video ads are difficult to measure using the native OMID AdSession APIs, especially for integrations that employ JavaScript code running in a WebView to load ads and manage their lifecycles. This is because finishing one OMID ad session and starting another requires several roundtrips between the webview and native layer, which causes latency.

- A new native API will be introduced for starting and stopping native signal measurement once for an entire pod (ad break or series of back-to-back ads).

- When using the new API, integrators will use the JavaScript AdSession API (previously only supported in the OM SDK for Web) to start and stop individual ad sessions.