



A New Standard for Classifying Video Advertising



*Redefining Video Media Types for Video Planning, Activation and Measurement
Corresponding Problem Statement, Methodologies, Industry Implications*

September 2026



Executive Summary

Digital video advertising operates across a highly fragmented landscape, spanning Streaming, CTV, FAST, AVOD, SVOD, OLV, Social, Gaming, DOOH, Retail Media, and Video Podcast, each carrying inconsistent and often incompatible definitions. Establishing shared organizational principles for both legacy and emerging media channels is essential for consistent and scalable marketplace navigation.

The Redefining Media Types (RMT) Standard addresses this challenge by proposing two complementary organizing levels. The first is a top-down layer grounded in consumer viewing experience, capturing how audiences encounter and engage with video content. The second is a bottom-up layer of operational media attributes, providing the technical

signals that drive execution and decisioning. Together, these layers enable unified media classification for end-to-end planning, cross-screen activation, connected measurement, and future interoperability across the video ecosystem.

This framework is not intended to resolve every edge case. Rather, it establishes a strategic imperative for how the industry can better align on shared definitions and move toward consistent market language.

1. Problem Statement: Why Definitions Are Broken

When a viewer chooses to watch something, wherever they are, they do not decide to “watch linear” or “turn on social” or “consume AVOD.” They choose a show, a sport, a creator. The experience is intuitive, the underlying technology is invisible to them. Yet the advertising industry has built its planning, buying, and measurement infrastructure around those technologies, creating a proliferation of channel labels that reflect how the industry distributes and sells inventory rather than how audiences actually watch. This disconnect between industry language and consumer experience has produced a market where strategic planning is not consumer-first, where buyers and sellers must negotiate definitions before they can negotiate price, and where cross-channel comparability remains out of reach.

The remainder of this section examines the dimensions of this problem: cross-channel fragmentation, definitional misalignment, taxonomy gaps, and future-proofing, and the challenge of evolving legacy terminology.





1.1 Cross-Channel Fragmentation

Some channels are organized around scheduled, household-level, reach-based television delivery, others are built around device-level, impression-level, audience-targeted digital delivery, and some are organized around content such as programmed, on-demand or feed based via an algorithm. Those differences make it hard to treat all video ad environments as though they behave the same way, even when they compete for the same budgets and audience attention.

Ambiguity shows up when buyers and sellers must first agree on what a media type actually is before they can agree on pricing or execution, slowing transactions and adding negotiation overhead. At the taxonomy level, when categories cannot cleanly classify both legacy and emerging media in the same framework, they break comparability and force teams to invent ad hoc interpretations at each stage of planning and reporting. Relevant supply gets excluded because planners are often forced to start with channel labels instead of inventory capabilities, so anything that does not fit a predefined bucket is overlooked or treated as non-comparable.

1.2 Definitional Misalignment

The industry does not yet share a standard lens for defining media types, which means that labels and nomenclature are often used inconsistently across the marketplace. As a result, the same term can carry different meanings depending on the buyer, seller, platform, or planning context, making communication less precise than it should be.

These four examples help illustrate the problem:

- 1 CTV** is used in one part of the market to mean any video viewed on a television screen connected to the internet, and in another to mean ad inventory sold specifically through streaming apps on a smart TV, so two teams can say they are buying “CTV” while describing entirely different environments.
- 2 AVOD** is applied variously to a business model, a viewing environment, and any ad-supported video content, meaning the same label can describe inventory that behaves very differently in terms of audience engagement, ad format, and attribution.
- 3 SOCIAL VIDEO** encompasses, depending on who is using it, feed-based video, creator content, or live streams distributed across multiple platform surfaces, with the result that planning teams may include or exclude entirely different supply sources depending on who is defining the term.
- 4 FAST** sits at the intersection of three terms simultaneously. A FAST channel delivers a programmed, linear-style experience controlled by a programmer, which places it conceptually alongside traditional broadcast and cable, yet it is delivered digitally over the internet to a connected television screen, which places it inside “Streaming” and “CTV” by former definitions. The ad experience compounds the ambiguity further: some FAST inventory carries server-side stitched units baked directly into the stream, resembling traditional linear television buying, while other FAST inventory is served through dynamic ad insertion with data-informed targeting and impression-level measurement, which resembles programmatic digital video buying. A single FAST channel can therefore be classified at the same time as linear, Streaming, and CTV, and its ad inventory can be simultaneously classified as traditional and programmatic.



The deeper problem is that these labels often reflect how a platform sells inventory rather than how the media behaves and how a viewer consumes it. Without a common definitional foundation, it is difficult to determine whether differences in performance reflect true campaign outcomes or simply differences in how the media was classified and measured.

1.3 Taxonomy Gaps

Device type, viewing environment, and content origin are often treated as interchangeable signals, even though they describe different things. This creates confusion and makes it harder to distinguish between where an ad is delivered, how it is experienced, and what kind of content it appears alongside. Device type used as a proxy for viewing environment, and content origin collapsed with distribution type, are further examples of how existing definitions blur differences that should be explicit. For example, the term “Mobile” can refer to a device type and/or an environmental context. A person can be in the home and using a mobile device while sitting on a couch but that same person could be watching a laptop on a train “while mobile.”

1.4 Future-Proofing the Standard

The framework is designed to accommodate future media innovations, including wearables, ambient displays, and AI-delivered content experiences. To remain useful over time, the standard is modular and extendable, allowing new media types to be added without requiring a complete rebuild of the taxonomy. The framework can also adapt as delivery infrastructure may evolve over time.

2. Framework Principles

This framework is structured across two complementary organizing dimensions: The top-down dimension is rooted in consumer viewing experience, using broad experiential categories as the primary organizing principle. The bottom-up dimension captures the operational and technical attributes that define how media is delivered, transacted, and measured. Neither dimension alone is sufficient. Together they provide the structural coverage needed for standardized classification.

3. Top-Down: Media Type Categories

The top-down layer organizes video inventory into three consumer viewing environment buckets, each defined by how audiences physically and behaviorally engage with content rather than by the technology used to deliver it. Therefore, a piece of content or even a single publisher can appear across more than one bucket. A sports broadcaster, for example, distributes the same game to a living room TV screen, a mobile phone on the subway, and a desktop browser at work. The content is identical, the advertiser may be the same, but the consumer viewing environment is different in each case. However, each ad impression should belong to only one bucket at the moment of delivery.

Within the top-down layer, two binary viewing attributes, Sound and Skippability, function as additional classifying signals that further differentiate the viewer relationship with the ad experience across environments.



3.1 Consumer Viewing Environment Buckets

3.1.1 Large Screen, Communal Viewing

This environment is defined by co-viewing potential on a primary screen, where the viewer has made a deliberate choice to engage with content for an extended session. Television is measured at the household level, reflecting its shared viewing environment. The potential for co-viewing can extend reach and amplify impact by delivering a single impression to multiple viewers within the home.

From an ad delivery standpoint, this environment is characterized by high audio-on rates, high ad completion rates, and full-screen ad presentation, conditions that can collectively create an attentive audience and an environment for brand messaging.

3.1.2 Personal Screen

This environment encompasses individually controlled video consumption across personal-use devices, including smartphones, tablets, personal computers, and wearables. The viewing context is private and user-initiated, but consumer intent varies considerably within this bucket, spanning from intentional viewing to incidental video exposure embedded within a platform experience, such as gaming environments, social feeds, and retail media surfaces.

For the purposes of this standard, “long-form” is defined by time spent, not asset length - that is, long form refers to the duration of the overall session experience, not individual asset length. This distinction reflects consumer viewing behavior rather than content packaging, and it has meaningful implications for how advertisers should plan and measure.

A viewer watching 90 minutes of video clips represents the same functional viewing experience as a viewer watching a single extended program, because the sustained time investment and viewing mindset are equivalent.

While a signal indicating where a viewer is within a session (e.g., minute 30 of a viewing session) is generally not available in today’s real-time bid requests, session-level viewing data already exists within the measurement ecosystem. Verification and measurement providers can analyze viewing behavior across a session and distinguish sustained viewing experiences regardless of individual asset length. For the purposes of this standard, session duration is best treated as a classification and reporting signal within measurement frameworks rather than a pre-bid targeting field, allowing media types to be defined by the actual viewing experience rather than content length alone.

To note, audio default, skippability are not uniform at this layer. Those signals are captured at the operational bottom-up attribute layer.

3.1.3 Public Ambient Display

Public Ambient refers to media environments where content is viewed on shared screens in public or semi-public settings, creating the potential for exposure by multiple individuals within a venue or location. Within this framework, Public Ambient includes video-based Digital Out-of-Home (DOOH) environments characterized by communal viewing and advertising delivered on venue-based screens or digital video billboard



displays, thus splitting DOOH into two broad classifications: place based (venue) and digital video billboards (digital signage). The categories within each environment are based on DOOH screen types that align with the [OpenOOH](#) venue taxonomy.

While some digital signage networks in these environments may support both video and static digital content, the scope of this framework is limited to video-enabled DOOH experiences.

3.2 Binary Viewing Attributes

Two of the four binary viewing attributes, Sound and Skippability, cut across all three environment buckets and serve as additional classifying signals at the impression level.

3.2.1 Sound

This attribute indicates whether audio plays by default at the start of the viewing session, not at the moment of ad impression delivery. The distinction matters because sound default reflects viewer expectation established by the broader content environment rather than an ad serving decision. In communal environments, such as linear TV and Streaming, audio is expected to be on for both content and ads. In environments where video appears within an environment that is not exclusive to video content, such as a social feed, audio-off may be the default (although this varies by platform and format).

It is important to note that “sound off” should not be interpreted as a proxy for disengaged viewing. Closed-captioning users, for example,

may be fully attentive with audio off, and conflating silence with inattention would introduce meaningful error into attention and viewability measurement. This attribute does not capture specific user behavior such as whether the user’s device volume is turned up, or whether the user is actively listening.

3.2.2 Skippability

This attribute describes whether the viewer watches the ad through to completion or whether they have the option to dismiss it before it finishes. The standard adopts “skip-enabled” and “completion-required” as they more precisely capture the functional distinction than legacy shorthand. “Skippable” and “non-skippable” remain acceptable in practice as recognized industry alternatives.

Clarifying language is warranted at the edges of this definition. Host reads and baked-in podcast ads represent embedded ads. Brand sponsorships also fall into this category. They do not present a skip mechanism in the conventional sense but are not equivalent to a completion-required ad unit, and should be treated as a distinct case. Similarly, fast-forward and scrubbing behaviors in VOD environments should not be conflated with skip-enabled inventory, as they represent user control over playback rather than an ad-level skip function. Scrolling past a video unit is a universal navigation behavior present across feed-based environments, including social and OLV, and should not be conflated with a deliberate ad-avoidance action (e.g., clicking a skip button).

This attribute does not reflect viewability or physical presence. A user



leaving the room, minimizing a window, or switching tabs is outside the scope of this attribute and belongs to the attention and viewability measurements.

3.2.3 Screen Presentation Mode

This attribute defines whether the ad occupies the full viewing surface or appears within a partial-screen context. Full-screen presentation is characteristic of communal, primary-screen environments where the ad experience mirrors the content experience. Partial-screen presentations, such as picture-in-picture, a video ad embedded within an article, or a pop-up overlay, represent a meaningfully different viewer relationship with the ad, one where competing visual elements share the screen and may reduce salience and attention.

3.2.4 Household vs. Individual (1:1 or 1:Many)

This attribute specifies whether the impression can be decisioned at the household or device level using identifiable signals, or whether delivery is unit-based. Some ads are delivered to a “known” audience, either a specific person (like someone logged into a streaming app) or a specific household (like a connected TV with an IP address). That’s impression-based delivery, and it allows for targeting, frequency capping, and measurement tied to an identity.

Other ads are broadcast to whatever audience is present; for example, a screen in a bar, a billboard, a TV with no login. This is considered unit-based delivery, with targeting available such as location, program type, or time of day.

Within the impression-based category, there’s a further distinction: knowing the household vs knowing the individual.

It is important to note that this attribute reflects the technical capability of the environment to support audience decisioning, not the targeting strategy an advertiser chooses to activate.

4. Bottom-Up: Operational Attributes

The operational attribute layer provides the granular signals that translate the top-down media type classification into actionable planning, buying, and measurement inputs. Where the top-down layer establishes consumer viewing behavior implications, the operational attributes define the specific technical and contextual conditions under which it is delivered. These attributes are designed to be machine-readable, mappable to OpenRTB protocol fields, and compatible with the IAB Eidos taxonomy work.

The six operational attributes defined below, together with the binary viewing attributes, collectively constitute the bottom-up definition of what each media type is and what can be done within it at the execution level.

4.1 Operational Attributes

4.1.1 Signals (Data and Identity Inputs and Outputs)

This attribute identifies the sources and types of data used for targeting, optimization, and measurement across media environments. Signals are classified into four categories reflecting how audience identity and intent are established at the impression level.



Deterministic signals are derived from authenticated user-level or household-level identity, including login data, automatic content recognition, and set-top box data. Probabilistic signals, by contrast, are modeled inferences drawn from behavioral or contextual patterns where a resolved identity is not available.

Together these signal types represent the data inputs and outputs that define how an environment can be activated, optimized, and measured, and they inform how inventory in each media classification bucket can be practically transacted.

4.1.2 Content Context (Media Environment)

This attribute captures the thematic/editorial characteristics of the content environment surrounding the ad placement. It is distinct from audience identity, reflecting the nature of the content itself rather than who is watching it, and it plays a central role in inventory classification.

Content context is considered across three dimensions.

1. **Genre and sentiment classification**, which identifies the thematic category of the surrounding content, such as news, sports, or entertainment, as well as its emotional register, ranging from positive and neutral to sensitive.
2. **Program structure and duration**, which captures the format of the content and continuous streams, providing the structural context advertisers need to align creative format and messaging strategy.

3. **Distribution cycle**, which indicates where the content sits in its release lifecycle, whether live, first run, rerun, on-demand, or syndicated, a distinction that carries meaningful implications for audience composition, urgency, and the competitive value of the surrounding inventory.

4.1.3 Device Type

This attribute identifies the physical hardware through which the viewer accesses media content. Device type is a foundational operational signal, informing screen size, interaction model, and the technical parameters of ad delivery. The standard recognizes five device categories: connected TV (including Smart TVs with native OS and connected devices such as streaming sticks and gaming consoles), desktop & laptop, smartphone, tablet, and digital signage, the last of which encompasses public displays in venue-based and communal viewing environments. This classification is designed to be expandable as new device categories emerge including wearables and ambient display surfaces, without requiring a refurbishing of the broader classification framework.

4.1.4 Ad Format

This attribute defines the structural and creative form of the advertising unit, capturing how and where the ad is presented relative to the surrounding content experience. The standard recognizes five ad format categories:

- In-stream formats, including pre-roll, mid-roll, and post-roll, are delivered within a video content stream and are the most directly tied to the viewing session.



- Outstream and in-feed formats appear outside of a dedicated video player, embedded within editorial or social feed environments where video may not be the primary content experience.
- Interstitial and full-screen takeover formats temporarily replace the content experience, commanding full attention at the moment of delivery.
- Interactive and shoppable formats layer engagement and conversion mechanics on top of the ad unit itself, extending the ad beyond passive exposure.
- Overlay and companion formats appear alongside content, occupying a secondary position within the viewing environment.

4.1.5 Screen Size and Surface

This attribute captures the physical display dimensions of the viewing environment. Screen size is treated as a distinct attribute from device type because the experiential and creative implications of display scale warrant independent classification.

The standard recognizes three screen size categories:

- Large screens, encompassing televisions and digital out-of-home signage
- Medium screens, covering desktop and laptop environments
- Small screens, spanning smartphones and tablets; frequently involve vertical format content

4.1.6 Content Source and Supply Type

This attribute identifies who produces and distributes the content surrounding the ad placement, a distinction that carries implications for inventory selection adjacencies and the contractual and rights-managed context in which ads appear.

The standard recognizes four content source and supply type categories:



Publisher and broadcaster inventory is professionally produced and rights-managed, representing an expectation of editorial accountability and brand safety assurance.



User-generated content encompasses inventory appearing alongside material created and published by individuals.



Aggregator and free ad-supported streaming TV channel operators curate and distribute content across channels without necessarily originating the programming themselves.



Retail and owned-and-operated platforms represent a distinct supply type where the content environment is controlled by a commerce or platform entity, often with proprietary audience data and closed measurement ecosystems.

Note: Platform is not an attribute. The same platform may distribute inventory across multiple media types depending on surface and device.



4.2 Measurement Signals

Measurement signals are the observable outputs that evaluate ad delivery quality, audience exposure, and campaign effectiveness across video environments. Unlike the operational attributes previously defined, which describe the conditions under which an ad is delivered, measurement signals describe what can be known about that ad delivery after the fact. Their availability, reliability, and interpretive meaning vary significantly across environments.

The signal types are the upstream inputs that determine the quality and confidence of measurement available in a given environment:

Deterministic Signals	Rely on persistent identifiers (e.g., logged-in user IDs) to link ad exposure to a known user or household
Probabilistic Signals	Depend on statistical models to produce measurement outputs to infer identity or exposure relationships, producing modeled measurement outputs
Contextual Signals	Enable measurement outputs tied to the nature of the surrounding content or category-level insight without reliance on user identity
Behavioral Signals	Reflect observed actions and engagement patterns (e.g., viewing, interaction), supporting intent inference when identity resolution is limited

5. Video Media Type Definitions

This section applies the Redefining Video Media Types framework to established and emerging video media types. Each definition maps the media type across the full classification structure: the consumer viewing environment bucket, the binary viewing attributes, and the operational attributes. Together these mappings translate the framework into practical, actionable definitions that can be used for planning, buying, and measurement.

It is important to note that a media type is not synonymous with a platform. Many platforms distribute inventory across more than one media type depending on the surface, content type, and delivery context. The goal of this section is not to assign platforms to buckets but to define the inventory characteristics that determine classification at the impression level.



5.1 Linear Television

Media Type	Attribute	Definition / classification
Communal Viewing	<i>Linear (traditional) TV is a viewing experience with content consumed in real time on a fixed schedule, aligned to broadcast timing across cable, satellite, and vMVPD environments; VOD extends this experience through time-shifted viewing. Traditional TV is considered communal, even when viewed alone, because it exists within a shared household environment.</i>	
Sound	On — default	Sound is on by default, creating a passive audio environment where ads are heard without user action. This ambient, shared audio signal extends reach across the full household, even during multitasking.
Skippability	Completion-required	Ad pods are non-skippable in live playback, with ads delivered in a fixed sequence during scheduled breaks. While DVR enables ad skipping in time-shifted viewing, live linear delivery remains completion-required.
Screen	Full-screen — primary household display	Linear ads are delivered on a full-screen TV in a shared household environment, where a single impression may reach multiple viewers simultaneously. Co-viewing is a defining characteristic.
Addressability	Household deterministic (vMVPD, advanced TV platforms); non-addressable on traditional linear broadcast	Linear TV offers limited addressability, primarily at the household level in MVPD and vMVPD environments. Traditional broadcast remains non-addressable at the impression level, relying on schedule-based delivery.
Signals	Panel-based; set-top box data; ACR; vMVPD first party data	Signals are derived from a combination of panel-based measurement and large-scale data sources such as set-top box (STB) and ACR data, along with vMVPD first-party data. These inputs are aggregated and modeled to estimate viewership at the household and demographic level, without deterministic individual identity.
Device	TV set	Linear TV is delivered through a television set connected to a broadcast, cable, satellite, or vMVPD feed, enabling scheduled, real-time viewing in a shared household environment with high co-viewing potential.
Ad formats	In-stream pod (30s, 15s standard); sponsorship; branded content integrations	Linear advertising is delivered in structured ad pods within program breaks, typically using 15- and 30-second units. Pod-based delivery remains consistent across broadcast, cable, and vMVPD environments, with growing adoption of dynamic ad insertion in advanced TV contexts.
Measurement	GRP / TRP, reach + frequency, brand lift, attribution via panel + ACR fusion	Measurement is anchored in GRP/TRP currency, with reach and frequency derived from panel-based systems and increasingly enhanced by STB and ACR data. Attribution and outcomes are modeled through panel and big data fusion approaches.
Examples	vMVPD platforms deliver a linear experience via IP but should be classified as linear when inventory is delivered to the TV screen in a live, scheduled context. See corresponding attribute matrix for venue carveouts.	NBC, CBS, ABC, Fox, ESPN, CNN, Bravo, local broadcast; YouTube TV, Hulu Live



5.2 Streaming

Media Type	Attribute	Definition / classification
Communal or Personal Screen Viewing	Video delivered over the internet to connected devices, enabling on-demand and live viewing	
Sound	Variable depending on device (on by default via CTV, user initiated via mobile)	CTV streaming: mostly sound-on by default (similar to linear) Mobile/desktop streaming: largely user-controlled and often sound-off by default.
Skippability	Completion required (dominant); skip enabled available on select platforms	Most streaming ad inventory is completion-required, particularly across AVOD and FAST environments. Skippable formats exist on select platforms.
Screen	Full screen - primary display	Streaming ads are delivered primarily in full-screen, immersive environments. On CTV, this mirrors the primary household display with co-viewing potential, while mobile and desktop are more personal viewing experiences.
Addressability	2P (login, behavioral, contextual), ACR, 3P data, 1P data	Platform login enables household or user level identity resolution. OEM ACR data enables content-based targeting enables content-level targeting without requiring platform login. Identity fidelity varies by platform.
Signals	Household Deterministic (login); behavioral (viewing history); contextual (content genre, MVPD); ACR (OEM partnerships)	Signals combine deterministic first-party identity (login), behavioral viewing data, and contextual content signals, supplemented by ACR and third-party data. These inputs enable targeting within platforms and modeled extension across devices.
Device	Connected TV — primary household screen Mobile device Desktop (PC)	Streaming is accessed across connected TV devices, gaming consoles, mobile devices, and desktops, spanning both shared household screens (CTV) and personal screens (mobile/desktop) within a single ecosystem.
Ad formats	In-stream pre-roll, mid-roll with standard brand ads (:06/:15:30) or customized formats (e.g. IAB Tech Lab CTV ad portfolio)	Streaming supports in-stream formats such as pre-roll and mid-roll within long-form content, alongside an expanding set of interactive and advanced formats enabled by digital delivery and platform capabilities.
Measurement	Deterministic at the platform level, probabilistic at the ecosystem level	Streaming measurement is partially deterministic within logged-in platforms, but becomes increasingly probabilistic when extended across devices, platforms, and ACR-based signals.
Examples	Streaming platforms across subscription, ad-supported, and FAST models	Hulu, Peacock, Paramount+, Max, Netflix, Amazon Prime Video



5.3 Online Video (OLV)

Media Type	Attribute	Definition / classification
Personal Screen Viewing	OLV is delivered on desktop and mobile devices outside the TV screen, including both in-stream and outstream video placements within browsers and apps.	
Sound	Variable — sound-on for in-stream; sound-off default for outstream	Variable by placement: in-stream formats typically follow the content's sound state, while outstream formats autoplay muted by default.
Skippability	In-stream: time-gated skippability, format-controlled Outstream: immediate, user-controlled skippability	OLV ads are typically skippable and user-controlled, with viewing dependent on viewer choice and platform-specific formats
Screen	In-stream:and outstream: non-full-screen (in-feed, in-banner)	OLV runs within video players embedded across web pages and apps, including full-width, in-feed, in-banner, and in-app placements alongside surrounding content such as editorial, articles, games, commerce interfaces, and video podcast players.
Addressability	audience-based targeting at the user or device level using deterministic and probabilistic signals.	OLV supports user- and device-level targeting using deterministic and probabilistic signals, with real-time activation at the impression level across web, app, gaming, and commerce environments. Retail and commerce environments enable deterministic targeting using first-party purchase, browsing, and loyalty data.
Signals	Publisher first-party (authenticated); probabilistic ID; cookie-based (deprecating)	Signals include deterministic identity (when available), behavioral data, and contextual signals, along with device-level inputs. Commerce environments contribute purchase, browsing, and SKU-level signals, while gaming environments contribute session-based and engagement signals.
Device	Publisher first-party (authenticated); probabilistic ID; cookie-based (deprecating)	OLV is accessed on personal devices including desktops, laptops, smartphones, and tablets, with viewing typically associated with a single user per device. The same inventory may be delivered across multiple device types.
Ad formats	Desktop / laptop; smartphone; tablet	OLV includes in-stream formats such as pre-roll and mid-roll, and outstream formats such as in-feed, in-banner, interstitial.
Measurement	Impression-level ID-based (user/device) Event-driven	OLV is measured at the impression level using user or device identifiers, with event-based tracking for delivery and media metrics. In commerce environments, measurement can extend to transaction-based outcomes and closed-loop attribution, while gaming environments enable additional engagement-based signals.
Examples	Direct site video, open exchange video, mobile & app video. Includes video delivered within publisher sites, apps, gaming environments, retail media and commerce networks, and video podcast platforms across web and mobile ecosystems.	Vogue.com, YouTube.com, NYTimes, Amazon.com



5.4 Social Video

Media Type	Attribute	Definition / classification
Personal Screen Viewing	<i>Platform-native short-form and mid-form video in algorithmically curated social feeds on personal devices</i>	
Sound	Variable - sound-on for full-screen formats (Reels, Stories); sound-off for in-feed units.	Sound in social feed environments are variable dependent on the format of the placement. This mirrors the treatment OLV receives ("Variable - on for in-stream; off for outstream")
Skippability	Variable - user-controlled via scroll in feed; completion formats available (e.g., pre-roll before long-form content).	Skippability is treated as a function of whether the ad unit itself provides a viewer-initiated control to bypass the ad, not whether the surrounding environment allows the user to navigate away from it.
Screen	Personal	Social video ads are delivered within a primarily vertical screen that is a personal, feed-based environment where exposure occurs in a scrollable, user-controlled context and co-viewing potential is low.
Addressability	Deterministic User-level Platform-contained	Social ads are addressable, using deterministic, logged-in user identity and platform data to enable user-level targeting within closed ecosystems
Signals	Platform 1P; lookalike modeling; pixel-based retargeting	Social video signals are identity-based, behavior-driven, continuously modeled within closed platform ecosystems, and enhanced by pixel and CAPI integrations
Device	Smartphone (primary); tablet; desktop (secondary surface); Connected TV (emerging)	Social video is primarily a mobile media type. Desktop usage exists but the dominant consumption context is smartphone.
Ad formats	Feed-native Short-form vertical Interactive Personalized	Platform-native formats vary significantly but are typically feed-native, short-form, and highly interactive, with user-controlled, scroll-based exposure and dynamic personalization
Measurement	Deterministic Event driven Platform contained	Social ads are measured using deterministic, impression-level data within platform ecosystems, with event-based tracking and closed-loop attribution enhanced by CAPI-enabled signals
Examples	TikTok, Instagram (Reels, Stories, Feed), Facebook Video, Snapchat, Pinterest Video, X (Twitter) video, Vine, YT Shorts	



5.5 Digital out-of-home (DOOH)

Media Type	Attribute	Definition / classification
Public Ambient Display	<i>Video on digital screens in public and venue-based environments with group or ambient audience exposure. Public Ambient Display is defined by environment, not by content type. It includes venue-based screens carrying broadcast, cable or streaming television programming, on the same basis as roadside, transit and retail networks.</i>	
Sound	Off — default; variable audio in venue contexts (bars, airports, stadiums)	DOOH screens do not assume audio. Creative must communicate without sound, as most environments are silent or unpredictable. Venue-based ambient audio (e.g., bars, airports, stadiums) may be present but is not consistent or controllable.
Skippability	Completion-required — auto-play loop; no user control over ad exposure	DOOH screens run continuous content loops without user control. The viewer cannot skip, pause, or replay. Exposure duration is governed by dwell time in the environment, not by viewer intent.
Screen	Full-screen on the display unit; non-personal, shared viewing surface	A single screen delivers to multiple viewers in a shared, ambient environment without user-initiated viewing.
Addressability	Contextually and probabilistically addressable; no individual identity resolution	DOOH does not support individual-level targeting or identity resolution. Targeting is based on location, venue, time, and modeled audience data derived from foot traffic and mobility signals. Addressability operates at the group and contextual level rather than the individual or household level.
Signals	Screen location; venue type/category; daypart; dwell time; mobility patterns; impression/audience modeling; contextual signals (weather, events)	DOOH signals are location-centric, with targeting driven by venue, time, and context; programmatic executions leverage real-time bid signals and dynamic triggers, while direct buys rely more on pre-defined location, audience modeling, and scheduling.
Device	Public digital display — roadside, transit, retail, venue, stadium, airport, cinema	DOOH is delivered on public, fixed-location digital displays designed for shared viewing. These are distinct from personal devices and are defined by their non-personal, environment-based nature within physical spaces.
Ad formats	Loop-based video formats; dynamic creative; daypart and trigger-based execution	DOOH video billboard creative runs in short loops as part of a rotating content playlist. DOOH place based creative runs in short loops or as video content on CTV devices.
Measurement	Modeled impressions; opportunity to see (OTS); reach modeling; brand lift (survey); mobile-based attribution	DOOH measurement is modeled using traffic, dwell time, and visibility inputs to estimate impressions. Standard metrics include Opportunity to See (OTS), Likelihood to See (LTS), and audience reach. Brand impact is measured through surveys, while attribution is commonly enabled through mobile device graph methodologies that link exposed audiences to subsequent online or in-store actions.
Examples	DOOH runs across diverse public and venue-based environments, including roadside, transit, retail, hospitality, fitness, and entertainment locations	JCDecaux, Clear Channel, GSTV, Outfront Media, Screenvision, AtmosphereTV, Captivate



Attribute Matrix

	Communal Viewing		Personal Screen Viewing			Public Ambient	
Key Descriptors	Television	Streaming	Streaming	Online Video (OLV)	Social Video	Digital Out-of-Home (DOOH) - Place Based	Digital Out-of-Home (DOOH) - Digital Video Billboards
Co-viewing potential	High Living room broadcast; family/household setting	High Household TV viewing norm; shared screen	Low Personal device; individual session	Low Personal device; individual session	Low Personal device; personalized session	High public or semi-public shared exposure	High public or semi-public shared exposure
Content genre / vertical (Examples)	Scripted, news, sports, reality, entertainment Network and cable programming genres	Broad, studio and creator-led content library Broad premium content library	Broad, studio and creator-led content library Broad premium content library	News, entertainment, how-to, sports clips Publisher-determined; highly variable	UGC, creator content, entertainment, news clips Algorithmically surfaced by platform	Venues where consumers are present for a specific activity or purpose, such as transit (including airports), retail, healthy & beauty facilities, point of care, education, offices, entertainment, government, financial, residential. Aligns with OpenOOH venue taxonomy,	Roadside/ Outdoor: Digital video billboards, spectacles
Distribution lifecycle	Live, first-run, or rerun on fixed schedule Real-time broadcast; no on-demand default	On-demand; Live, first-run and library SVOD/AVOD catalog; FAST may include live	On-demand; Live, first-run and library SVOD/AVOD catalog; FAST may include live	Publisher-timed; evergreen or breaking news Syndicated and embedded content included	Algorithmically curated in a temporary or persistent manner	Venue specific programming and content loops with scheduling driven by consumer activity, audience presence, live tentpole events/sporting schedules, contextual relevance, and location-based promotions	Dayparted loop-based content with scheduling driven by location, time of day and event-triggered dynamic content (e.g. traffic, weather)



Attribute Matrix

	Communal Viewing		Personal Screen Viewing			Public Ambient	
Attribute	Television	Streaming	Streaming	Online Video (OLV)	Social Video	Digital Out-of-Home (DOOH) - Place Based	Digital Out-of-Home (DOOH) - Digital Spectaculars
Sound default	On (expectation) — default	On (expectation) — default	Variable - Dependent on device settings	Variable (on: in-stream; off: outstream)	Variable - Dependent on device settings	Variable	Off — default; ambient in venue contexts
Skippability	Completion-required	Completion-required (primary); skip-enabled available	Completion-required (primary); skip-enabled available	Completion-required (primary); skip-enabled available	Variable by placement type	Completion required (no user control)	Completion-required (auto-play loop; no user control)
Screen	Full-screen	Full-screen	Full screen	Full screen	Non-mandatory full-screen (instream & outstream)	Full-screen display unit; shared/communal viewing surface	Full-screen display unit; shared/communal viewing surface
Addressability	HH deterministic (vMVPD, MPVD); non-addressable (broadcast)	Addressability deterministic at household by default, individual when identity is known (login)	Anchored in authenticated user logins, but can be enhanced with device, app, and household signals	Anchored in authenticated user logins, but can be enhanced with device, app, and household signals	Addressability deterministic at individual with identity, otherwise probabilistic	Addressability is primarily place and context-based (venue, audience presence, location, and timing)	Location-level addressability; non-addressable at audience level

iab. A New Standard for Classifying Video Advertising



Attribute Matrix

	Communal Viewing		Personal Screen Viewing			Public Ambient	
Attribute	Television	Streaming	Streaming	Online Video (OLV)	Social Video	Digital Out-of-Home (DOOH) - Place Based	Digital Out-of-Home (DOOH) - Digital Spectaculars
Signals	Heavily reliant on deterministic (Big Data - STB, ACR) and panel data	Login-driven deterministic identity and viewing data, scaled with probabilistic modeling for cross-device identity and other signals Addressability deterministic at household by default, individual when identity is known (login)	Login-driven deterministic identity and viewing data, scaled with probabilistic modeling for cross-device identity and other signals	Login-driven deterministic identity and viewing data, scaled with probabilistic modeling for cross-device identity and other signals	Cookie/device deterministic, strengthened by login-based user identity, with probabilistic modeling enrichments	Combines deterministic location signals (specific venue, screen, store, location) with probabilistic audience signals (demographics, visitation patterns, and inferred consumer behavior)	Combines deterministic location signals (specific screen, geography, and time-based exposure) with probabilistic audience signals (traffic, demographics, mobility patterns)
Devices	Television (primary screen)	Connected TV, gaming console	Mobile, desktop (PC)	Mobile, desktop (PC)	Mobile, desktop (PC)	Digital venue screen, digital signage, Connected TV	Digital billboard, LED spectacular
Ad Formats	In pod (30s/15s)	Pre-roll, mid-roll, interactive/advanced ad formats	Pre-roll, mid-roll, interactive/advanced ad formats	Pre-roll, mid-roll, interactive/advanced ad formats	Pre-roll, mid-roll (in-stream); in-feed, in-banner (outstream)	Place-Based: Video spots, interactive displays	Video/animated creative; dynamic/triggered creative
Measurement	GRP/TRP, reach+freq, brand lift, attribution	Media metrics, reach+freq, brand lift, attribution	Media metrics, reach+freq, brand lift, attribution	Media metrics, reach+freq, brand lift, attribution	Media metrics, viewability, brand lift, attribution	Audience/co-viewing reach modeling, dwell time, video delivery, LTS, OTS	OTS, LTS, foot-traffic impression modeling, reach modeling, mobile graph attribution



Devices

Device	Definition
TV Set	Traditional television connected to broadcast or cable/satellite services for scheduled, program-based viewing
Connected TV (CTV)	Internet-enabled tv and streaming device used to access app-based live or on-demand video content via Smart tvs, game consoles or dongles
Gaming Console	Console device used to stream video through installed apps on a TV screen
Desktop	Laptop or computer used to access video through web browsers or installed applications
Mobile	Smartphone or tablet used for video consumption via apps or mobile web
Digital Signage	Video billboards, spectacles, and place-based screens capable of serving video, or interactive content depending on the environment.



6. OpenRTB Mapping and Technical Integration

The RMT Standard is designed to operate at two levels simultaneously: the strategic planning layer, where it gives buyers, sellers, and measurement partners a shared vocabulary for describing media environments, and the technical execution layer, where it translates that vocabulary into machine-readable signals that can be evaluated at the impression level in the programmatic bidstream. This section addresses the technical execution layer in full.

The primary protocol for that translation is OpenRTB 2.6, the current IAB Tech Lab standard governing real-time bidding transactions. Most of the RMT attributes have identifiable counterparts in the OpenRTB 2.6 specification.

Where those counterparts exist and are well-supported, the RMT attribute maps cleanly and implementation requires only that buyers and sellers use the relevant fields consistently and correctly. Where counterparts are ambiguous, the standard provides clarity on identifying fields accurately. There are additional explanations provided for nuanced categories.

6.1.1 Live Classification: FAST

These signals describe the context of how and when content is being watched so advertisers can better understand the moment they're reaching. They indicate whether the content is part of a scheduled broadcast or something the viewer chose on demand, whether what's being shown is unfolding live in real time or is a replay of something that already happened, and whether it's the first time the content is being

made available or a repeat airing. Together, they provide a simple way to distinguish between experiences like live events, reruns, premieres, and on-demand viewing, helping advertisers align their messaging with the viewer's experience. This framework also now captures FAST (Free Ad-Supported Streaming TV) within these same signals, distinguishing between scheduled streams of pre-recorded programming and on-demand viewing of that same content, and further separating true real-time live streams from scheduled "broadcast-style" streams of pre-recorded content. These updates are currently being finalized as part of the OpenRTB public comment process.

6.1.2 Interactivity and Engagement:

Interactivity can be identified in the bidstream through SIMID, and SSPs are able to pass this signal. However, in many cases, DSPs have either not built targeting against these attributes or rely on their own proprietary solutions instead of the OpenRTB signal. As a result, while the signal is technically available, it is not widely scaled or consistently used for activation. This creates a clear opportunity for broader adoption and standardization through OpenRTB, which would enable more consistent targeting and unlock greater value from interactive and shoppable ad experiences.



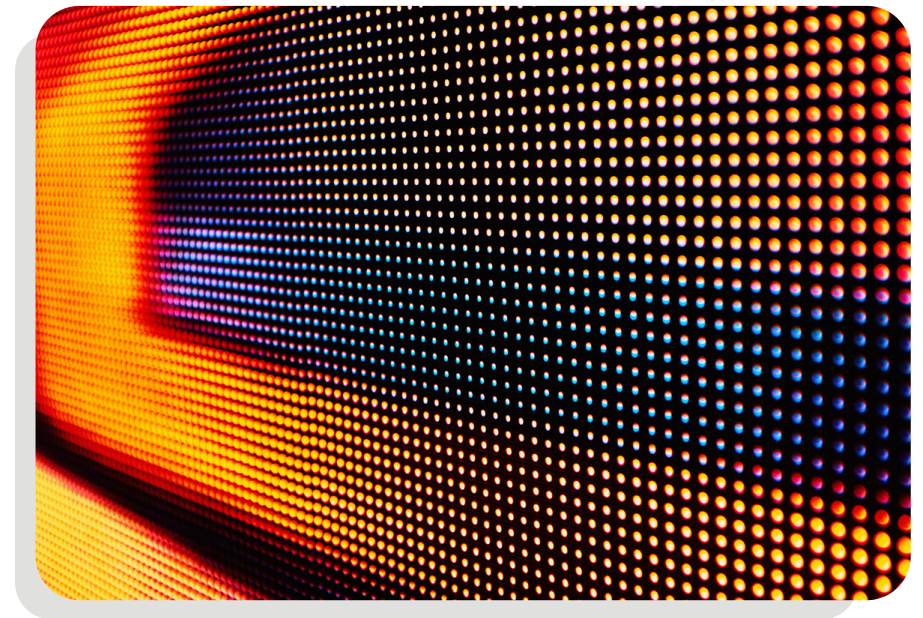
7. Industry Implications / Conclusion

The RMT Standard's practical value lies in its ability to give media planners a shared vocabulary that works across channels that have historically resisted comparison. Rather than organizing plans around channel labels like CTV or OLV, the industry can now evaluate inventory by its actual attributes: viewing environment, sound default, skippability, screen size, and signal type. This allows Streaming and FAST inventory that shares the same experiential characteristics to be evaluated side by side, and inventory that differs on those dimensions to be explicitly distinguished, producing allocation decisions grounded in how media actually behaves rather than what it is called.

On the measurement side, the standard highlights important nuances across environments, recognizing that comparable metrics may be derived from different methodologies and signals. For instance, deterministic, authenticated streaming data and probabilistic open web modeling can each provide valuable insights, but may differ in confidence and interpretation when presented in a similar format. By introducing attribute-level classification, the RMT Standard helps measurement teams apply the most appropriate methodologies, communicate results transparently, and support more balanced cross-environment comparisons.

The standard also addresses a persistent gap in creative strategy. Most campaigns are still built around a single asset format optimized for one viewing condition, then deployed across environments where those conditions do not apply. When every environment in a plan can be described in RMT terms, creative briefs can be written to match actual

viewing conditions: a full-screen, audio-on, completion-required brief for communal environments; a sound-off-first, visually leading brief for social and in-feed placements; and a silent, high-contrast, glanceable execution for DOOH. Environment-led briefing produces creative that is built for the conditions it will actually run in, rather than adapted after the fact.





Acknowledgements

Thanks to the contributions of the Redefining Media Types: Screens, Formats and Context Working Group working group that made this guide possible:

Jamie Finstein

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Senior Manager, Business Development and Partnerships, Advertising Platforms, Disney Advertising Sales

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Partner Manager - Industry Relations, Meta