

Security requirements for out of home advertising

Running DOOH .mp4 video- or .jpg/.png image-creatives in public requires the application of special safety standards. In order to check whether the creatives meet legal and regulatory requirements, Ströer SSP performs both a manual and an automatic review on all creatives. Only approved creatives can broadcast in public.

To start creative review and approval, make sure the creative is submitted programmatically via Ströer SSP DOOH Creative Pre-Approval API or through bidding. Creative approval is based on the DSP creative ID and can take up to 48 hours. Ströer SSP provides feedback on approval status through the Creative Pre-Approval API or auction win- and loss-notifications. Please reach out to your DSP representative to learn where to read the status information on your DSP user interface.

The Ströer SSP creative review team checks that creatives meet Ströers' advertising policies for DOOH and applies one of the following buckets on approval:

- **Standard Creative with Caching (Default):** Ströer SSP downloads the mp4, jpg or png file from file host once and plays it from Ströer cache if the creative is being presented on a winning bid
- **Dynamic Creative for DCO:** Ströer reads an approval token "DCO-ID" from the mp4 file name and allows players to download the file directly from the advertiser ad server file host

Standard Creative with Caching (Default)

On default Ströer SSP approval is based on DSP creative ID. Every permutation of a creative must be submitted as a separate DSP creative via VAST including proper MIMEType and Duration declaration (jpg/png images as VAST via video object). Ströer SSP prevents MediaFile swap on submitted VAST creatives through advanced caching. Any swap of the MediaFile will be detected and cause immediate rejection of the DSP creative.

Creative Approval

Every creative must be tied to one DSP creative ID to pass Ströer SSP creative approval.

How the caching works:

- Once submitted, Ströer SSP downloads the creative file from the advertiser's ad server file host if no designated Ströer DCO-ID is being found in the MediaFile name (see Dynamic Creative process right hand).
- If DSP creative ID is presented on winning bid Ströer will rewrap the VAST and serve the MediaFile from Ströer cache. All other trackers remain preserved from the original VAST
- A swap of the MediaFile or MediaFileURL will be detected and treated as fraudulent behavior causing the creative to be rejected
- Any new permutation of a creative shall be submitted as new creative with a
 - new DSP creative ID with
 - unique MediaFile filename

Dynamic Creative for DCO

A characteristic of dynamic creative optimization (DCO) is the rotation of the MediaFileURL in the VAST. While this behavior is being detected and treated as fraudulent behavior Ströer SSP offers a solution for MediaFile swap and download from ad server file host for campaigns with dynamic creative optimization (DCO):

- **Enrollment and Compliance Declaration:** Buyer reaches out to Ströer Public Video Operations team at least three weekdays prior to campaign start and declares that he will comply with provisions of trade and industry law, the regulatory authorities and the requirements of the laws for the protection of youths.
- **Presentation of mockups and concept:** Buyer hands over mockups and concept to Ströer Public Video Operations
- **Approval and issuing of access token:** Ströer approves mockups/concept and provides a DCO-ID by e-mail.
- **Dynamic Creative Rendering Setup and use of DCO-ID** Buyer applies DCO-ID to the file name of any DOOH creative file submitted to Ströer SSP. Ströer SSP will read the DCO-ID in the file name and serve the creative file from ad server file host instead of Ströer cache.

Contact

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Specs

[DOOH Creative Specifications](#)
[Creative Pre-Approval API](#)