



THE INFORMATION PROVIDED BY INMOBI IN THIS DOCUMENT, “API INTEGRATION GUIDELINES 3.0” SHOULD HELP YOU GET ONBOARD AND MONETIZE WITH INMOBI, IF YOU CHOOSE TO WORK WITH US VIA API INTEGRATION. WHILE THE DOCUMENT IS EXHAUSTIVE AND SHOULD GIVE YOU THE INTEGRATION SPECIFICATIONS FOR IN-APP AND CONNECTED MONETIZATION, WE WOULD URGE YOU TO GET IN TOUCH WITH YOUR DEDICATED INMOBI ACCOUNT MANAGER OR INTEGRATION SPECIALIST, SHOULD YOU HAVE ANY QUESTIONS.

PREPARED BY  
INMOBI

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## 1. Introduction

The InMobi Server to Server Ad Video Request API spec allows publishers to integrate with InMobi directly from their server. This document lays out the Ad request and response structures and the parameters included in each of them to enable publishers to integrate correctly with InMobi. Phase 2 of supporting VAST on API allows publishers to request for a VAST ad via HTTP GET request. The integration is primarily intended for a Client-To-Server interaction when requesting for VAST ads.

## 2. VAST Support

VAST is an IAB specification which defines the mechanism to render a video in a publishing environment. To render videos through the VAST spec, a publisher must have access to a VAST compatible video player within the publishing environment. With this release, the publisher can construct a dynamic ad request URL that can be fed to the player to directly request for a VAST video ad.

## 3. API Versioning & End Point

The new version of the API spec is designated version 3.0. Consequently, the Ad Request URL must reflect the version. It then becomes:

For C2S Integration

HTTP Endpoint: <http://vast.w.inmobi.com/showad>

HTTPS Endpoint: <https://vast.w.inmobi.com/showad>

## 4. Request Method

Ad requests must be sent using the HTTP GET method.

To request for a VAST ads, publishers must call the endpoint listed above with all mandatory parameters and any optional parameters as a part of the URL. The parameters must be & separated and URL encoded as per [RFC 3986](#)

Further, the following conventions must be followed when requesting for a VAST Ad:

- The Query Parameter list must be separated from the Request endpoint by a '?'
- Each parameter and value pair must be separated by an '&'
- A parameter, value pair must be sent in the form <fieldname>=<value>
- The complete query parameter string must be URL encoded for safe transmission

## 5. Integrating with the API

### 5.1 HTTP Headers

InMobi expects all HTTP headers including x-headers to be sent as a part of the request. For all forwarded headers (x-headers), InMobi expects the original values received from the user's device.

Header Name	Type	Description	Values
Content-Type	Mandatory	The <u>MIME type</u> of the body of the request.	application/json
x-forwarded-for	Mandatory	Originating IP address of a client.	X-Forwarded-For: client1, proxy1, proxy2  Example: X-Forwarded-For: 129.78.138.66, 129.78.64.103
x-operamini-phone-ua	Optional	Opera Mini uses a number of custom, unregistered HTTP headers. This header contains the user agent reported to the client by the device.	x-operamini-phone-ua: <user-agent>  Example: X-OperaMini-Phone-UA: SonyEricssonK750i/R1AA Browser/ SEMC-Browser/4.2 Profile/MIDP-2.0 Configuration/CLDC-1.1
x-device-user-agent	Optional	The value of this header field is set to the user agent string of the device's native client.	x-device-user-agent: <user-agent>  Example: X-Device-User-Agent: Mozilla/5.0 (iPhone; U; CPU like Mac OS X; en) AppleWebKit/420.1 (KHTML, like Gecko) Version/3.0 Mobile/4A93 Safari/419.3"
x-original-user-agent	Optional	The value of this header field is set to the user agent string of the device's native client.	x-original-user-agent: <user-agent>  Example: X-Original-User-Agent: Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10_4_11; it-it) AppleWebKit/525.18 (KHTML, like Gecko) Version/3.1.1 Safari/525.18
User-Agent	Optional	User Agent of the device. This will be used as User Agent value when it is not sent as 'ua' parameter in the request.	User-Agent: Mozilla/5.0 (iPhone; U; CPU like Mac OS X; en) AppleWebKit/420.1 (KHTML, like Gecko) Version/3.0 Mobile/4A93 Safari/419.3

## 6. Mandatory Parameters

The table below lists all the mandatory parameters that must be sent as a part of the request to InMobi for **In-app** monetization. If any of the parameters below are missing, the request will be invalidated and will not be served.

Parameter	Type	Name	Description
-----------	------	------	-------------

plid	Long	Placement ID	Placement ID for the ad placement under the given property
ua	String	User Agent	User Agent of the device. This must be the original user agent without any modifications
gpuid	String	Android Device Identifier	Google Advertising ID on Android (Where available). Mandatory if the app object is present in the request. If app object is present but request does not contain GPID OR O1 (for Android only) the request must be invalidated
o1	String	ODIN1	ODIN1 value for the device. This is an alternative to GPID. O1 is the SHA1 hashed value of the Android_ID of the device
ifa	String	iOS Device Identifier	IDFA on iOS. Mandatory if the app object is present in the request. If app object is present but request does not contain ifa (for iOS only) the request will be invalidated
imt	Integer	Ad Tracking	Limit Ad Tracking setting of the device. The value should be:  <b>Android:</b> 1 If the user has turned <b>ON</b> "Opt out of interests-based ads" 0 If the user has turned <b>OFF</b> "Opt out of interests-based ads"  <b>iOS:</b> 1 If the user has turned <b>ON</b> "Limit Ad Tracking" switch on the device 0 If the user has turned <b>OFF</b> "Limit Ad Tracking" switch on the device  If absent, a value of 0 is assumed
w	Integer	Width	Width of the video player in pixels.
h	Integer	Height	Height of the video player in pixels.
protocols	CSV	Vast Versions	2 if VAST 2.0 3 if VAST 3.0 5 if VAST 2.0 Wrapper 6 if VAST 3.0 Wrapper

## 7. Optional/Recommended Parameters

### 7.1 App/Site Details

Parameter	Type	Name	Description
name	String	App Name	Application name
appver	String	App Version	Application version.
storeurl	String	Store URL	App store URL for the app. Applicable only for Apps

domain	String	Domain	Domain of the app/site
bundle	String	Package/Bundle identifier	Application bundle or package name as provided in the Apple App Store or Google Play Store. Applicable only for apps
coppa	Integer	Coppa Compliance Flag	Mandatory for traffic from the US
cat	CSV	Category	Array of IAB content categories of the app.
tp	String	displaymanager	Name of ad mediation partner, SDK technology, or player responsible for rendering ad (typically video or mobile). Used by some ad servers to customize ad code by partner. Recommended for video and/or apps.
tpv	String	displaymanagerver	Version of ad mediation partner, SDK technology, or player responsible for rendering ad (typically video or mobile). Used by some ad servers to customize ad code by partner. Recommended for video and/or apps.
orientation	Integer	Orientation	Device orientation used for serving ads with the most optimal orientation and user experience. The value to be sent based on the orientation of the device are as follows:  1 for portrait 2 for reverse portrait 3 for landscape 4 for reverse landscape
pchain	String	Payment id chain for TAG compliance.	The value should be in the given format <IID>:<ISID>-<IID>:<ISID>-<IID>:<ISID>-...
gdpr	String	GDPR compliance flag	Confirmation if the request is subject to GDPR regulations.  Deviation from the following set of values, 0 = No and 1 = Yes, indicates an unknown entity.

## 7.2 Demographic and Location

Parameter	Type	Parameter Name	Description
age	Integer	Age	Age of the user in years. This must be a non-negative, non-zero value
yob	Integer	Year of Birth	Year of birth of the user
gender	String	Gender	The user's gender:  Must be one of m for Male f for Female

education	String	Education	Education level of the user. Allowed values highschoolorless, collegeorgraduate, postgraduateorabove
loc	String	Latitude, Longitude and Accuracy	Location of the user based on latitude, longitude and accuracy To ensure accuracy, the latitude and longitude values should be obtained from the GPS in the device and not derived from other sources. The accuracy value obtained from the GPS must also be sent.  For example ll=2.324,-3.2323, .232
consent	String	Consent	User consent when GDPR regulations are in effect.  Deviation from the following set of values indicates an unknown entity:  0/false = No and 1/true = Yes, iab consent string

**IMPORTANT:**

- The parameters in the request must be separated by '&'
- All parameter names and values must be URL encoded to ensure safe transmission
- The user identifier parameters are mandatory for mobile apps and optional for mobile web

## 8. Mandatory and Optional Parameters - ConnectedTV

The table below lists all the mandatory, highly recommended and optional parameters that must be sent as a part of the request to InMobi, if you choose to monetize your **Connected TV** inventory. If any of the parameters marked mandatory are missing, the request will be invalidated and will not be served.

**Note** - this is in addition to the parameters given in the tables above, that are mandatorily to be passed by the publisher.

Parameter	Type	Mandatory/ Optional	Description
-----------	------	------------------------	-------------

device_ifa	32 hexadecimal code	Mandatory for OTT requests	An Identifier for Advertising (IFA) - A 32 hexadecimal code that is unique to the consumer's OTT device.  Eg. ifa=01234567-89AB- CDEF-GH01-23456789ABCD
plid	Long	Mandatory for OTT requests	Placement ID for the ad placement under the given property
ua	String	Mandatory for OTT requests	User Agent of the device. This must be the original user agent without any modifications
lmt	Integer	Mandatory for OTT requests	Limit Ad Tracking setting of the device. The value should be:  Android: 1 If the user has turnedON"Opt out of interests-based ads" 0 If the user has turnedOFF"Opt out of interests-based ads"  iOS: 1 If the user has turnedON"Limit Ad Tracking" switch on the device 0 If the user has turnedOFF"Limit Ad Tracking" switch on the device  If absent, a value of 0 is assumed
w	Integer	Mandatory for OTT requests	Width of the video player in pixels.
h	Integer	Mandatory for OTT requests	Height of the video player in pixels.
protocols	CSV	Mandatory for OTT requests	2 if VAST 2.0 3 if VAST 3.0 5 if VAST 2.0 Wrapper 6 if VAST 3.0 Wrapper



device_ifa_type	Recommended format for an IFA is universally unique identifier (UUID). Contains 32 hexadecimal characters presented in the format 8-4-4-4-12. Note: dashes are required if passed in a string representation. This 8-4-4-4-12 format is in line with modern industry leading implementations, including Apple IDFA, Apple tvOS, Android Advertising ID, and Roku ID for Advertising	Optional but highly recommended	The IFA 'type' - This indicates the device the IFA was generated from (i.e. Roku, Apple etc.). If none is generated by the device, the publisher may generate the IFA (and would indicate in the ifa_type). E.g.: ifa_type= idfa (Apple ID), ifa_type= rida (Roku ID), ifa_type= aaid (Android ID), ifa_type= afai (Amazon Fire ID), ifa_type= msai (Microsoft ID), ifa_type= ppid (Publisher Provided ID), ifa_type= sspid (SSP Provided ID), ifa_type= sessionid (session ID – used in cases of a temporary IFA)
content_categories	string array	Optional	Array of IAB content categories that describe the content producer. Refer to List 5.1
content_len	integer	Optional	Length of content in seconds; appropriate for video (or audio).
content_livestream	integer	Optional	0 = not live, 1 = content is live (e.g., stream, live blog).
content_playout_context	string	Optional	Context of playout including: (1) Network, (2) Channel, and (3) Pod Position.
content_id	string	Optional	ID uniquely identifying the content.
content_genre	string	Optional	Genre that best describes the content (e.g., rock, pop, etc).
content_language	string	Optional	Language of content
content_rating	string	Optional	Content rating (e.g., MPAA).
content_title	string	Optional	Title of content
content_series	string	Optional	Content series. Video Examples: "The Office" (television), "Star Wars" (movie), or "Arby 'N' The Chief" (made for web). Non-Video Example: "Ecocentric" (Time Magazine blog).
content_season	string	Optional	Content season (e.g., "Season 3")
content_artist	string	Optional	artist of content

content_context	integer	Optional	Type of content (game, video, text, etc.). Refer to List 5.18. of <a href="https://www.iab.com/wp-content/uploads/2016/03/OpenRTB-API-Specification-Version-2-5-FINAL.pdf">https://www.iab.com/wp-content/uploads/2016/03/OpenRTB-API-Specification-Version-2-5-FINAL.pdf</a>
content_user_rating	string	Optional	Language of content

## 9. Ad Response Structure

Response VAST xml template: Fill

```
<?xml version="1.0" encoding="UTF-8"?>
<VAST version="2.0">
  <Ad id="{{InMobi-Creative-Id-numeric}}">
    <InLine>
      <AdSystem>InMobi</AdSystem>
      <AdTitle>InMobi Ad</AdTitle>
      //<Impression><![CDATA[{{RM Custom Beacon - video imp}}]]></Impression>
    <Error><![CDATA[{{RM Error Beacon}}]]></Error>
    <Creatives>
      <Creative id="1">
        <Linear>
          <Duration>{{00:00:15}}</Duration>
          <TrackingEvents>
            <Tracking event="impression"><![CDATA[{{RM
Video Impression Beacon}}]]></Tracking>
            <Tracking event="start"><![CDATA[{{RM Video
Start Beacon}}]]></Tracking>
            <Tracking event="midpoint"><![CDATA[{{RM
Video 50% Beacon}}]]></Tracking>
            <Tracking event="firstQuartile"><![CDATA[{{RM
Video 25% Beacon}}]]></Tracking>
            <Tracking event="thirdQuartile"><![CDATA[{{RM
Video 75% Beacon}}]]></Tracking>
            <Tracking event="complete"><![CDATA[{{RM
Video Complete Beacon}}]]></Tracking>
          </TrackingEvents>
          <VideoClicks>
            <ClickThrough><![CDATA[{{Click Beacon}}]]> </ClickThrough>
          </VideoClicks>
          <MediaFiles>
```

```

<MediaFile delivery="progressive" type="video/mp4" bitrate="{{TO FILL BITRATE}}" width="{{TO FILL WIDTH}}" height="{{TO FILL HEIGHT}}" scalable="false" maintainAspectRatio="true"><![CDATA[{{TO FILL VIDEOURL}}]></MediaFile>
<MediaFile delivery="progressive" type="video/mp4" bitrate="{{TO FILL}}" width="{{TO FILL}}" height="{{TO FILL}}" scalable="false" maintainAspectRatio="true"><![CDATA[{{TO FILL}}]></MediaFile>
<MediaFile delivery="progressive" type="video/mp4" bitrate="{{TO FILL}}" width="{{TO FILL}}" height="{{TO FILL}}" scalable="false" maintainAspectRatio="true"><![CDATA[{{TO FILL}}]></MediaFile>
    </MediaFiles>
  </Linear>
</Creative>
</Creatives>
</InLine>
</Ad>
</VAST>

```

Response VAST xml template: No-Fill

```

<VAST version="2.0">
</VAST>

```

## 10. Sample Request/Responses

### 10.1 Sample Ad Request

[https://vast.w.inmobi.com/showad?plid=1458139510757&ua=Mozilla%2F5.0+%28Linux%3B+Android+5.1.1%3B+A0001+Build%2FLMY48Y%3B+ww%29+AppleWebKit%2F537.36+%28KHTML%2C+like+Gecko%29+Version%2F4.0+Chrome%2F48.0.2564.106+Mobile+Safari%2F537.36&imt=false&w=480&h=320&protocols=2&bundle=com.fyber.sampleapp&tp=s\\_fyber&tpv=1.0](https://vast.w.inmobi.com/showad?plid=1458139510757&ua=Mozilla%2F5.0+%28Linux%3B+Android+5.1.1%3B+A0001+Build%2FLMY48Y%3B+ww%29+AppleWebKit%2F537.36+%28KHTML%2C+like+Gecko%29+Version%2F4.0+Chrome%2F48.0.2564.106+Mobile+Safari%2F537.36&imt=false&w=480&h=320&protocols=2&bundle=com.fyber.sampleapp&tp=s_fyber&tpv=1.0)

### 10.2 Sample Ad Response

```

<?xml version="1.0" encoding="UTF-8"?>
<VAST version="2.0">
  <Ad id="fb3edddd-0153-1000-d2e9-3e9240e20063">
    <InLine>
      <AdSystem>InMobi</AdSystem>
      <AdTitle>InMobi Ad</AdTitle>

<Impression><![CDATA[https://et.w.inmobi.com/c.asm/C/t/ed26dm0y08/1dcn/q/b/a0/u/0/0/0/eyJVSUQiOil4NWZmZGIzOC1hMzA3LTQzNDktODZlOC1iMGJmNzFINTl0NDQilCJHUElEljoiODVmZmRiMzgtYTMwNy00MzQ5LTg2ZTgtYjBiZjcxZTUyNDQ0In0~/fb3edddd-0153-1000-d2e9-3e9240e20063/-1/0/-1/0/1/x/9454425/NW/2t/0/apivast/3.0.0/unknown/Y29tLmZ5YmVyLnNhbXBsZWFWcA~~/FsCNtwEmyt-Z_u9UN3sUrkfhepQ_VAASGDgxNktlR3JRRzZcwWXJkTDI5YTNKQWZCN3hzcZVoSkhjNEMxakZUcXIBN0RFRWdNeC95S2J2Q0E9PRgEVkFTVBwUABQCHBwW_7_n6t-lkcEJFm63Z7L2-DgWgAWiNqDv_asirHIARUAEGAA

```

[<Error><!\[CDATA\[\[<Creatives>\]\(https://et.w.inmobi.com/c.asm/C/t/ed26dm0y08/1dcn/q/b/a0/u/0/0/eyJVSUQiOiI4NWZmZGIzOC1hMzA3LTQzNDktODZlOC1iMGJmNzFINTI0NDQiLCJHUEIEljoiodVmZmRiMzgtYTMwNy00MzQ5LTg2ZTgtYjBiZjcxZTUyNDQ0In0~/fb3edddd-0153-1000-d2e9-3e9240e20063/-1/0/-1/0/1/x/9454425/NW/2t/0/apivast/3.0.0/unknown/Y29tLmZ5YmVyLnNhbXBsZWFWcA~/FsCNtwEmyt-Z\_u9UN3sUrkfhpepQ\_VAASGDgxNktlR3JRRzZcwWXJkTDI5YTNKQWZCN3hzcZVoSkhjNEMxakZUcXIBN0RFRWdNeC95S2J2Q0E9PRgEVkFTVBwUABQCHBwW\_7\_n6t-lkcEJFrn63Z7L2-DgWgAWiNqDv\_asirHIARUAEGAAOQUhFAAW-tyhmehRKBxzYW5kYm94YWRzZXJ2ZXIxMDAxLnBzby5saHlxFAgSAA/-1/AA/6/38a55eb0?m=99&action=vast-error&label=\[ERRORCODE\]\]\]></Error></a></p></div><div data-bbox=\)](https://et.w.inmobi.com/c.asm/C/t/ed26dm0y08/1dcn/q/b/a0/u/0/0/eyJVSUQiOiI4NWZmZGIzOC1hMzA3LTQzNDktODZlOC1iMGJmNzFINTI0NDQiLCJHUEIEljoiodVmZmRiMzgtYTMwNy00MzQ5LTg2ZTgtYjBiZjcxZTUyNDQ0In0~/fb3edddd-0153-1000-d2e9-3e9240e20063/-1/0/-1/0/1/x/9454425/NW/2t/0/apivast/3.0.0/unknown/Y29tLmZ5YmVyLnNhbXBsZWFWcA~/FsCNtwEmyt-Z_u9UN3sUrkfhpepQ_VAASGDgxNktlR3JRRzZcwWXJkTDI5YTNKQWZCN3hzcZVoSkhjNEMxakZUcXIBN0RFRWdNeC95S2J2Q0E9PRgEVkFTVBwUABQCHBwW_7_n6t-lkcEJFrn63Z7L2-DgWgAWiNqDv_asirHIARUAEGAAOQUhFAAW-tyhmehRKBxzYW5kYm94YWRzZXJ2ZXIxMDAxLnBzby5saHlxFAgSAA/-1/AA/6/38a55eb0?m=18&ts=$TS]]></Impression></a></p></div><div data-bbox=)

<Creative id="1">

<Linear>

<Duration>00:00:15</Duration>

<TrackingEvents>

<Tracking

event="creativeView"><![CDATA[[<Tracking](https://et.w.inmobi.com/c.asm/C/t/ed26dm0y08/1dcn/q/b/a0/u/0/0/eyJVSUQiOiI4NWZmZGIzOC1hMzA3LTQzNDktODZlOC1iMGJmNzFINTI0NDQiLCJHUEIEljoiodVmZmRiMzgtYTMwNy00MzQ5LTg2ZTgtYjBiZjcxZTUyNDQ0In0~/fb3edddd-0153-1000-d2e9-3e9240e20063/-1/0/-1/0/1/x/9454425/NW/2t/0/apivast/3.0.0/unknown/Y29tLmZ5YmVyLnNhbXBsZWFWcA~/FsCNtwEmyt-Z_u9UN3sUrkfhpepQ_VAASGDgxNktlR3JRRzZcwWXJkTDI5YTNKQWZCN3hzcZVoSkhjNEMxakZUcXIBN0RFRWdNeC95S2J2Q0E9PRgEVkFTVBwUABQCHBwW_7_n6t-lkcEJFrn63Z7L2-DgWgAWiNqDv_asirHIARUAEGAAOQUhFAAW-tyhmehRKBxzYW5kYm94YWRzZXJ2ZXIxMDAxLnBzby5saHlxFAgSAA/-1/AA/6/38a55eb0?m=1]]></Tracking></a></p></div><div data-bbox=)

event="start"><![CDATA[[<Tracking](https://et.w.inmobi.com/c.asm/C/t/ed26dm0y08/1dcn/q/b/a0/u/0/0/eyJVSUQiOiI4NWZmZGIzOC1hMzA3LTQzNDktODZlOC1iMGJmNzFINTI0NDQiLCJHUEIEljoiodVmZmRiMzgtYTMwNy00MzQ5LTg2ZTgtYjBiZjcxZTUyNDQ0In0~/fb3edddd-0153-1000-d2e9-3e9240e20063/-1/0/-1/0/1/x/9454425/NW/2t/0/apivast/3.0.0/unknown/Y29tLmZ5YmVyLnNhbXBsZWFWcA~/FsCNtwEmyt-Z_u9UN3sUrkfhpepQ_VAASGDgxNktlR3JRRzZcwWXJkTDI5YTNKQWZCN3hzcZVoSkhjNEMxakZUcXIBN0RFRWdNeC95S2J2Q0E9PRgEVkFTVBwUABQCHBwW_7_n6t-lkcEJFrn63Z7L2-DgWgAWiNqDv_asirHIARUAEGAAOQUhFAAW-tyhmehRKBxzYW5kYm94YWRzZXJ2ZXIxMDAxLnBzby5saHlxFAgSAA/-1/AA/6/38a55eb0?m=10&mid=video&mt=1]]></Tracking></a></p></div><div data-bbox=)

event="firstQuartile"><![CDATA[[<Tracking](https://et.w.inmobi.com/c.asm/C/t/ed26dm0y08/1dcn/q/b/a0/u/0/0/eyJVSUQiOiI4NWZmZGIzOC1hMzA3LTQzNDktODZlOC1iMGJmNzFINTI0NDQiLCJHUEIEljoiodVmZmRiMzgtYTMwNy00MzQ5LTg2ZTgtYjBiZjcxZTUyNDQ0In0~/fb3edddd-0153-1000-d2e9-3e9240e20063/-1/0/-1/0/1/x/9454425/NW/2t/0/apivast/3.0.0/unknown/Y29tLmZ5YmVyLnNhbXBsZWFWcA~/FsCNtwEmyt-Z_u9UN3sUrkfhpepQ_VAASGDgxNktlR3JRRzZcwWXJkTDI5YTNKQWZCN3hzcZVoSkhjNEMxakZUcXIBN0RFRWdNeC95S2J2Q0E9PRgEVkFTVBwUABQCHBwW_7_n6t-lkcEJFrn63Z7L2-DgWgAWiNqDv_asirHIARUAEGAAOQUhFAAW-tyhmehRKBxzYW5kYm94YWRzZXJ2ZXIxMDAxLnBzby5saHlxFAgSAA/-1/AA/6/38a55eb0?m=12&q=1&mid=video&mt=1]]></Tracking></a></p></div><div data-bbox=)

event="midpoint"><![CDATA[

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<Tracking

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## 11. Error Responses

Error Code	Reason
400	Malformed Request

5xx	Server Error
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## 12. Testing the Integration

Publishers can utilize the InMobi Diagnostics tool for testing integration. See the [Setting Up Publisher Diagnostics](#) topic for more details.

---

[END]

Next: APPENDIX

## Appendix

### Valid Category Values

The table below contains the acceptable list of string values. Please pass comma-separated list of categories of the property during the request

Parameter Value	Parameter description
im1	Books & Reference
im2	Business
im3	Catalogs
im4	Comics
im5	Communication
im6	Education
im7	Entertainment
im8	Finance
im9	Food & Drink
im10	Games
im10-1	Action
im10-2	Adventure
im10-3	Arcade
im10-4	Board
im10-5	Card
im10-6	Casino
im10-7	Dice
im10-8	Educational
im10-9	Family
im10-10	Kids
im10-11	Music
im10-12	Puzzle
im10-13	Racing
im10-14	Role Playing
im10-15	Simulation
im10-16	Sports
im10-17	Strategy
im10-18	Trivia
im10-19	Word
im10-20	Health & Fitness
im10-21	Lifestyle
im10-22	Media & Video
im10-23	Medical



im10-24	Music & Audio
im11	News & Magazines
im11-1	Arts & Photography
im11-2	Automotive
im11-3	Brides & Weddings
im11-4	Business & Investing
im11-5	Children's Magazines
im11-6	Computers & Internet
im11-7	Cooking, Food & Drink
im11-8	Crafts & Hobbies
im11-9	Electronics & Audio
im11-10	Entertainment
im11-11	Fashion & Style
im11-12	Health, Mind & Body
im11-13	History
im11-14	Home & Garden
im11-15	Literary Magazines & Journals
im11-16	Men's Interest
im11-17	Movies & Music
im11-18	News & Politics
im11-19	Outdoors & Nature
im11-20	Parenting & Family
im11-21	Pets
im11-22	Professional & Trade
im11-23	Regional News
im11-24	Science
im11-25	Sports & Leisure
im11-26	Teens
im11-27	Travel & Regional
im11-28	Women's Interest
im12	Personalization
im13	Productivity
im14	Shopping
im15	Social Networking
im16	Software Libraries and Demos
im17	Sports
im18	Tools
im19	Travel & Local
im20	WAP Portals
im21	Weather

## Versioning

API versions are maintained using the endpoint to which ad requests need to be sent.

For example: <http://api.w.inmobi.com/showad/v3/vast>

- Patch version updates are bug fixes and will not affect the endpoint. For example: API version 3.0.1
- Minor version updates are additional support for new values in existing parameters. These will reflect on the endpoint. For example, API version 3.1.0.
- Major version releases will have an impact on the endpoint. For example, Version 3.0.0.

## Sample VAST Players:

1. JPlayer - <http://jplayer.org>
  2. Kaltura - <https://github.com/kaltura/player-sdk-native-android>
  3. VideoJS - <http://videojs.com>
  4. Veeplay - <http://veeso.co>
-