

To Our Valued Community:

Welcome to our first-ever Prebid.org newsletter. Prebid.org was developed to bolster the comprehensive capabilities of the ad tech community and work together to solve the industry's common technical hurdles.

As part of this program, we also want to ensure you're kept up-to-date with all the latest Prebid happenings so together we can continue increasing Prebid's adoption, success and innovation.

We hope you enjoy this monthly newsletter, compiled by Prebid.org's Marketing Taskforce.

If you have any feedback or would like to submit an idea for inclusion, please contact: marketing-team@prebid.org.

Best,
Prebid Marketing Team

Prebid.org Turns Three!



Thanks to all of our valued members for supporting us over the years.
[Read the Blog](#)

Upcoming Webinar



Identity and Privacy

November 17, 2020

Learn about Prebid's strategic vision for privacy and identity as well as what sellers and buyers should be doing to prepare for the impending upheaval in our industry.

[Reserve Your Spot](#)

Welcome New Members



In July, Index Exchange (IX), one of the world's largest independent ad exchanges, joined Prebid.org at the Leader level. Mike O'Sullivan, Vice President of Product at IX, also joined the organization's board.
[Learn More](#)



In August, Havas Media Group became the first agency to join Prebid.org, furthering its community initiative to promote fair industry practices.
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Product Management Committee Highlights

Prebid Video

- An option for outstream ad units to prefer bidder supplied renderers over the publisher supplied ones will be released in Prebid.js v4.8.0. Multiple publishers have requested this option since some bidders require using their renderer.
- The initial code for the Prebid outstream renderer is now available in the [prebid-outstream](#) repo. The task force is looking for feedback on this new open source renderer. Please take a look and send feedback to #video-taskforce
- As of Prebid 4.0, adapters support video [should read video parameters from the ad unit](#). This will simplify video configuration for publishers. Adapter maintainers, please update your adapters to support ad unit level video parameters.

Prebid Server

We recently unveiled an updated [Prebid Server](#) section on the [docs.prebid.org](#) website. Here are some recent topics covered in committee meetings:

- Improved First Party Data support
- Improved Event support
- Support for built-in adapter aliases
- Analytics improvements
- *Forthcoming*: A flag for host companies to prioritize deals over open market
- *Forthcoming*: Bid response validations for creative size and secure creatives

Prebid Mobile

- Support for 3rd party ad server (Bid Response hook)
 - Today we only support GAM and Mopub. With this change, a publisher can convert Prebid's bid keys to any ad server of choice.
- OMSDK signaling
 - This provides a signal to DSPs the impression supports OMSDK
- Support for Native in Dr. Prebid
 - This allows publishers to test Native configurations in Dr. Prebid

For a detailed description of all the changes, read more here:

iOS releases

1.8: <https://github.com/prebid/prebid-mobile-ios/releases/tag/1.8>
1.8.1: <https://github.com/prebid/prebid-mobile-ios/releases/tag/1.8.1>
1.8.2 (hotfix to 1.8.1): <https://github.com/prebid/prebid-mobile-ios/releases/tag/1.8.2>

Android

<https://github.com/prebid/prebid-mobile-android/releases/tag/1.8>

Prebid.js

There have been a number of support questions and issues around TCF2 and CMP integration. In response, the team produced a '[CMP Best Practices](#)' guide.

Prebid recently adopted a set of detailed technical [module rules](#). These rules place constraints on what bid adapters, analytics adapters, or other modules can do. We intend to begin enforcing all of these rules with Prebid.js 5.0, which will be 1Q2021.

Prebid.js continues to get a lot of new Pull Requests and Issues. We need more prebid.org members to help with reviews! Please consider joining the Prebid.js committee to see what's going on. Email gglaser@prebid.org.

Tools

We released an iteration on the Real-Time Data module infrastructure and are working on another set of improvements. After this next round, we'll release the documentation and reach out to some groups that have been waiting for this powerful new framework.

In addition, we're working on two other projects:

- "Professor Prebid" - a new Chrome Extension for analyzing and debugging Prebid integrations
- Line Item generator - a flexible tool to create header-bidding line items in GAM

Anyone interested in helping out with these projects can contact ashamly@prebid.org.

Marketing

We [posted](#) the Q&A from our 'How to Make Prebid the Supply Path Buyers Choose' webinar on the website. Thanks to our amazing panelists for answering all the questions!

