

Verified Beacons on the Canoe Footprint

Canoe currently represents the VOD ecosystems of Charter, Comcast and Cox. Access to VOD on these systems is gained only by subscribers authenticating to the MVPDs' closed network. As such, VOD delivered in this context is not subject to any of the fraud claims* – some of which approach 50% – that affect other OTT/VOD platforms. Note that this lack of fraudulent activity has been confirmed as part of Canoe's MRC accreditation.

Canoe's platform operates similar to a Service Side Ad Insertion (SSAI) platform. The player itself (e.g., a set-top-box in a viewer's home) is not tasked with firing beacons. Instead, the set-top-box forwards impression details to centralized platforms at Canoe, Freewheel and/or Google DFP that are then responsible for firing any applicable beacons.

Regardless of the source, Canoe-generated beacons will always be fired from a limited set of IP addresses. Additionally, given privacy is paramount to both Canoe and the MVPDs it represents, Canoe-generated beacons will never include device-specific or User Agent details. As a result, Canoe has noted instances where beacon recipients incorrectly reject these beacons – e.g., categorizing them as data center Sophisticated Invalid Traffic* (SIVT). In these cases, we are happy to work with any beacon recipient to whitelist trusted Canoe ecosystem IPs from which these accredited Canoe beacons originate.

To accurately capture beacons generated via VOD DAI on the Canoe footprint, we recommend:

- the source Canoe/FreeWheel/Google DFP IP addresses must be whitelisted, and
- beacon recipients accept these data without device-specific or User Agent details.

Please don't hesitate to reach out Canoe (operations@canoeventures.com) with any questions or to request a list of specific IP addresses from which these beacons originate.

* [http://mediaratingcouncil.org/101515_IVT%20Addendum%20FINAL%20\(Version%201.0\).pdf](http://mediaratingcouncil.org/101515_IVT%20Addendum%20FINAL%20(Version%201.0).pdf)

Canoe User-Agent

CanoeVentures/RequestManager