Prebid API Integration Guide
For Amazon CTV Supply Partners
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API Version: v1.0
Contact: Sonjoy Chandra Deb sonjoy.deb@durantadev.com)
Model Version: ctv-demo-v1.0

Overview

This API provides real-time, AI-powered fraud risk assessment for CTV (Connected TV) advertising auction requests. Integrated as a pre-bid solution, it analyzes incoming bid requests and returns a nuanced decision (bid or no-bid) accompanied by a risk score and detailed reasoning, enabling smarter, more transparent programmatic buying.