

IAB Creative Attributes

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From Section 5.3 in [OpenRTB 2.5 Spec](#)

Value	Description
1	Audio Ad (Auto-Play)
2	Audio Ad (User Initiated)
3	Expandable (Automatic)
4	Expandable (User Initiated-Click)
5	Expandable (User Initiated-Rollover)
6	In-Banner Video Ad (Auto-Play)
7	In-Banner Video Ad (User Initiated)
8	Pop (e.g., Over, Under, or Upon Exit)
9	Provocative or Suggestive Imagery
10	Shaky, Flashing, Flickering, Extreme Animation, Smileys
11	Surveys
12	Text Only
13	User Interactive (e.g., Embedded Games)
14	Windows Dialog or Alert Style
15	Has Audio On/Off Button
16	Ad Provides Skip Button (e.g. VPAID-rendered skip button on pre-roll video)
17	Adobe Flash