

V11 Mobile Library Spec

2012-08-27 Version 1.0.3

Purpose

The first version of this library has two main functions:

- report to v11 servers when the app launches
- retrieve any tags to load on the device and load them

Reporting to v11 servers

Lib version 1.0.3

Each time the app is launched, the library should send an HTTPS POST request to the following URL (NOTE: currently, the testing URL is HTTP):

prod URL: <https://b.v11media.com/cpi/event>

test URL: <http://testing.v11media.com:8007/cpi/event>

The following parameters should be passed in the body of the request:

- **lib-version**: the version of the client library. this should change with any significant behavior change (currently, "1.0")
- **event-type**: the event that is being reported (currently, only "app-open" is tracked)
- **timestamp**: seconds since 1970, given by the device
- **application-id**: a unique string that identifies the application.
 - for Android:
 - name of this application's package.
 - for iOS:
 - the bundle identifier.
- **placement-id**: a string given to the application developer that they will pass to the library when the application loads
- **user-udid**: the unique id for the device
 - for iOS devices:
 - use OpenUDID, research using the device UDID (is this allowed anymore?)
 - what kind of opt-out is required by apple?
 - for Android:

- IMEI for GSM devices
 - MEID for CDMA devices
 - SerialID for devices without cell capability
- **locale-country-code**: the country code of the device's default locale (2 characters, uppercase)
- **locale-language-code**: the language code of the device's default locale (2 characters, lowercase)
- **device-model**: the model of the device (e.g., "iPhone 3G", "iPhone Simulator")
- **device-system-name**: the OS (e.g., "iPhone OS")
- **device-system-version**: the OS version (e.g., "5.1")
- **mac-address**: the MAC address of the wifi-like connection (colon-separated)
 - for iOS: required
 - for Android: optional
- **ip-address**: the IP address of the wifi or wifi-like connection (en0)

The status code of the response will be one of the following:

- 200: success
- 400: invalid request (missing or invalid parameters)
- 5xx: server error

A successful response will be an HTML document to load in a hidden web view. This web view should be left open for 10 seconds before being closed.

Implementation notes

- All network or file activity should be handled in a background process or thread.
- The global namespace of the codebase should not be disturbed, if possible.
 - If it is necessary to add something at the top-level, it should use the prefix "V11".
 - Namespaces should use the prefix: "com.v11media"
- The integration for on-launch reporting should be kept to a minimum number of lines of code for integration; one, if possible.
- No exceptions or errors should bubble up to the top-level or calling application. All errors should fail silently.