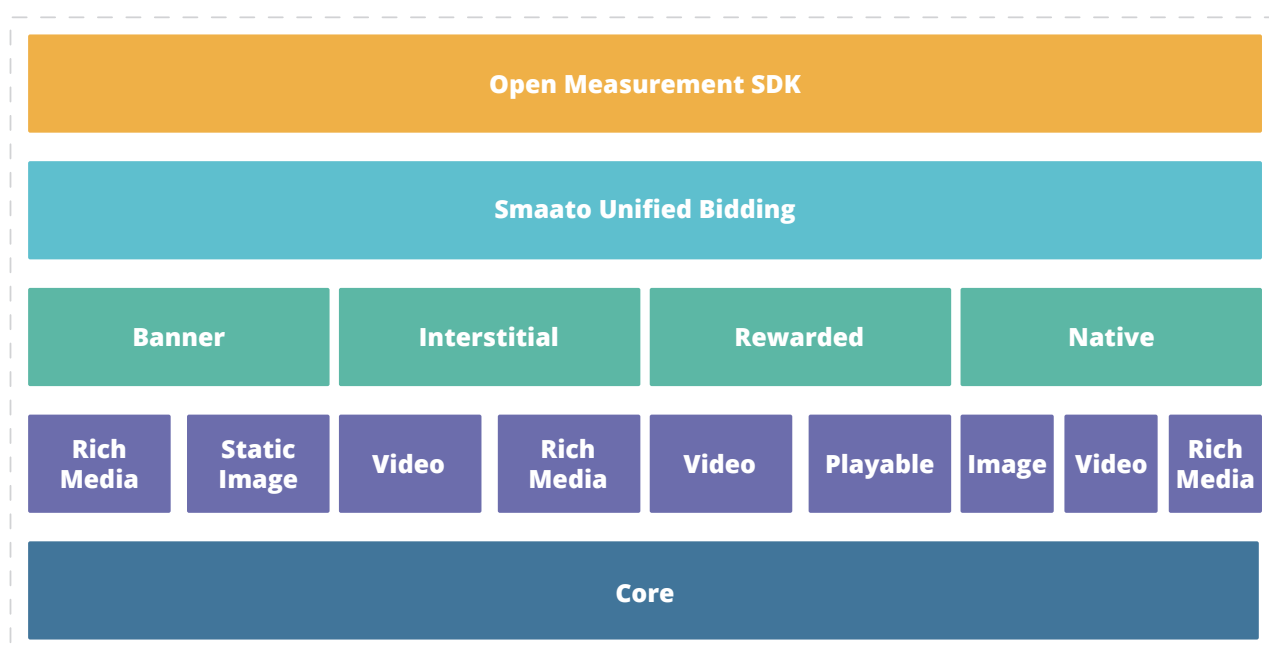


# Meet the Latest Smaato NextGen SDK

Our completely redesigned SDK gives you maximum control over your in-app inventory. Learn how to monetize your app with NextGen SDK.

## What is NextGen SDK?

Built for iOS and Android, NextGen SDK is a modular integration that gives publishers complete flexibility for better control. NextGen SDK was built from the ground up to enable faster and smoother delivery of new feature releases – including header bidding and video. Plus, it creates a newer, more solid integration foundation.



## Key Features:

### Modular and Flexible

Pick and choose among ad formats, to get exactly what you need – and none of what you don't.

### Time and Resource Efficient

NextGen SDK will soon offer a remote configuration and A/B testing from the cloud, eliminating the need for approvals and updates every time you make a change.

### SKAdNetwork Enabled

Our NextGen SDK (v 21.6.6 and newer) is fully SKAdNetwork-enabled to deliver iOS 14 compliance and app-install attribution.

### Fraud Resistant

Smaato's NextGen SDK acts as an automatic blocking tool for potentially harmful pop-ups and auto-redirects.

### Built-In Quality

In addition to IAB-certification for Open Measurement Viewability, we also built in frequency capping for a more positive user experience.

## Supported Ad Formats

The Smaato NextGen SDK for iOS and Android currently supports banners, interstitials, rich media, interstitial video, rewarded video, native, vertical video, and playable rewarded ads. The flexible integration format lets you hand-pick the formats you need, saving weight and load times.



Each has its own merits. Display ads are easy to implement, while rich media and interstitial ads can make a big splash. Native provides a seamless, unobtrusive user experience, and rewarded video yields strong engagement.

### iOS NextGen SDK

The maximum SDK weights for iOS and Android are below. Because our solution is modular, publishers can pick and choose which formats to include, without taking on extra weight.

Core Module	1,540 KB
Banner Module	88 KB
Interstitial Module	64 KB
Rewarded Ads Module	64 KB
Rich Media Module	812 KB
Video Module	1,040 KB

**TOTAL SDK Size 3,068 KB**

### Android NextGen SDK

Core Module	741 KB
Banner Module	53 KB
Interstitial Module	61 KB
Rewarded Ads Module	57 KB
Rich Media Module	180 KB
Video Module	434 KB

**TOTAL SDK Size 1,526 KB**

## NextGen SDK for iOS

Supports iOS 8 and up

IAB CCPA Compliance Framework Support

Open Measurement SDK

MRAID 3.0

VAST 4.1

SKAdNetwork-enabled to ensure compatibility with iOS 14

[Download NextGen SDK for iOS](#)

## NextGen SDK for Android

Supports Android 4.1 and up

IAB CCPA Compliance Framework Support

Open Measurement SDK

MRAID 3.0

VAST 4.1

[Download NextGen SDK for Android](#)

## Ready to get started?

Visit our developer docs to learn more and to [download NextGen SDK](#).

**Smaato's digital ad tech platform** is a completely omnichannel, self-serve monetization solution and ad server. Our controls make monetization simple. Publishers can bring their first-party data and manage all inventory in one place. Marketers get access to the highest-quality inventory so they can reach audiences around the world and on any device. Smaato is headquartered in San Francisco, with additional offices in Hamburg, New York City, Beijing, and Singapore.