

BroadFall

BroadFall by SpringServe enables publishers to create a broadcast tier as a part of their waterfall. This tier makes asynchronous calls to the associated demand tags, and proceeds with the rest of the waterfall if none of broadcasted tags serve an ad.

NOTE: BroadFall is only supported on JS VPAID enabled supply tags.

A broadcast icon appears next to the tier name in a waterfall. Selecting this icon will enable that tier for broadcast.

With BroadFall, publishers can also run header bidding demand tags using SpringServe's JS VPAID. To learn more about implementing header bidding tags, see: [Implementing Header Bidding through Broadfall](#).