

UseType for Fingerprinting Services

The `UseType` in the `NewReleaseMessage` defines what a DSP may offer to its customers. However, some companies that receive `NewReleaseMessages` are not consumer facing. One such example are fingerprinting services. It therefore makes no sense to communicate a normal `UseType` to such companies.

However, to signal to these companies that they can use the Releases communicated for the purpose of aiding the identification of the content if found "in the wild", DDEX has added into the `UseType` allowed-value set the value `ForIdentification`.