

AdsML 1.0 Technical Overview

Tony Stewart
Chair, AdsML Technical Working Group
Director of Consulting, RivCom

How it fits together

AdsML is about transmitting information (“Items”)

Each type of information requires a dedicated format

The **Advertising Component Interactions** define the information

The **Envelope** provides a packaging mechanism

The **Processing Model** provides architectural context

The **Standards Matrix** will provide the basis for selecting Item-level formats

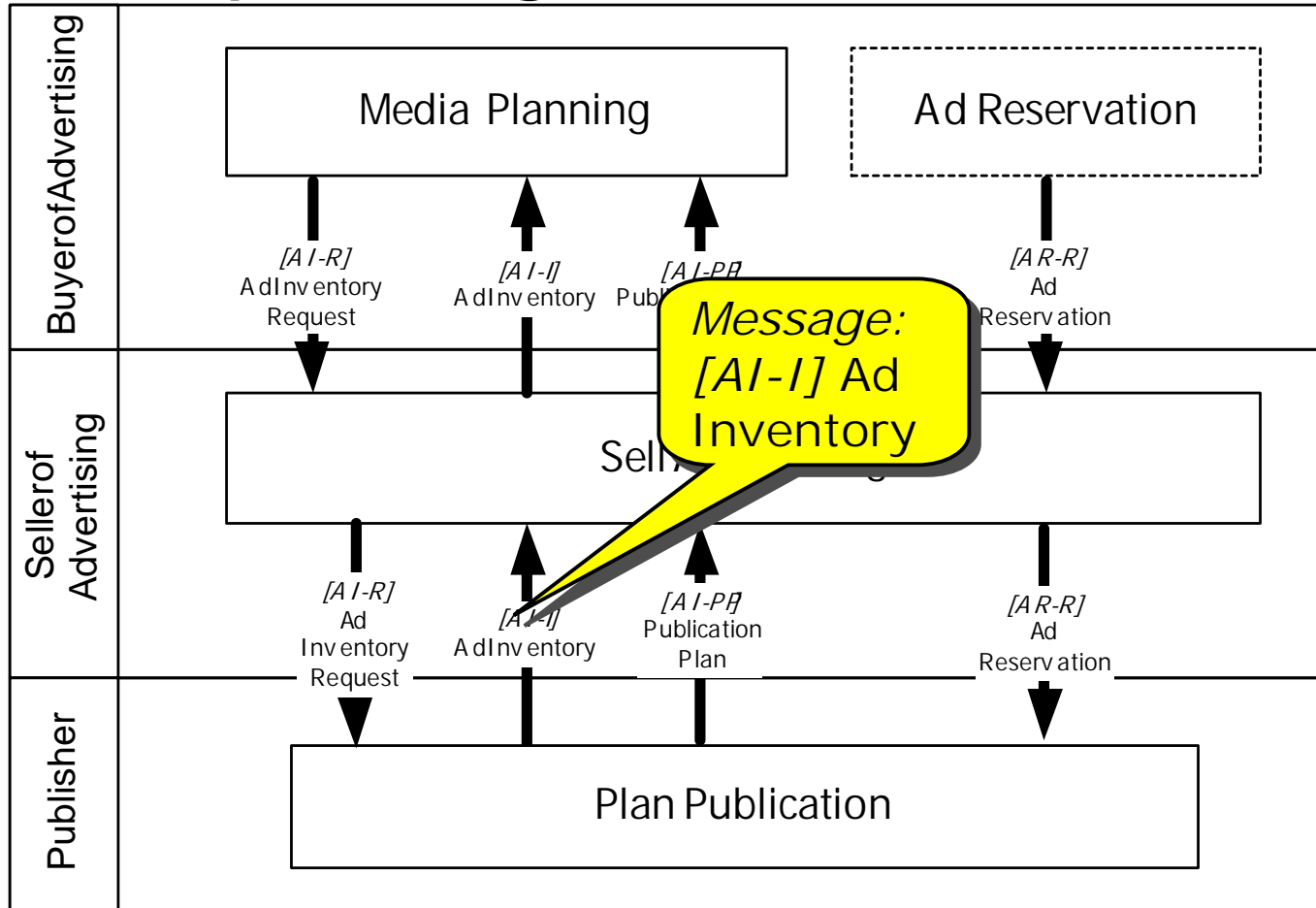
Advertising Component Interactions

Descriptions of common information flows, e.g.

- Media planning
- Reservations and orders
- Publishing
- Payment

Diagrams and definitions provide clarity, enable conversations between companies

"Media planning"



“Plan Publication”

2.4.5.1.5 Plan Publication

| | |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Process: | Plan Publication |
| Actor: | Publisher |
| Trigger: | Internal business processes or <ul style="list-style-type: none"> • AI-R (Ad Inventory Request) • AR-R (Ad Reservation) • AO-M (Ad Order) |
| Purpose: | Create publication plans, including the determination of theoretically available advertising space in a given publication medium. Maintain records of available advertising inventory for any given layout/edition. Service the “Sell Advertising” process by providing information about publication advertising inventory. Service the publication process by providing the publication plan and advertising placements for that edition. |
| Outputs: | <ul style="list-style-type: none"> • AI-I (Ad Inventory) • AI-PP (Ad Placements) |
| Other activities or outcomes: | - |
| Notes: | Plan Publication receives AO-M (Ad Order) from Process Order, which is shown below. |

Output:
[AI-I] Ad Inventory

Message definitions

| Short Name | Long Name | Description |
|------------|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI-I | Ad Inventory | A list of available space or slots in one or more editions of a publication, with any conditions attached to them, which will be sent from the newspaper publisher or broadcast station. In some cases the inventory can include context information. |
| AI-PP | Publication Plan | A template for an entire publication including the pagination and available ad space. |
| AI-PPL | Ad Placements | A description of ad types and positions booked for the adding ad book to a publication plan. |
| AM-A | Ad Material Approval | A message indicating whether a particular set of Ad Materials has been approved for submission to publishers. Sent by an advertiser to the production facility or agency that created the materials, in response to an Ad Materials Request for Approval message. Note that message could contain either a positive or negative response. |

Definition:
 [AI-I] "A list of available space or slots in one or more editions..."

Benefits

Provides a basis for discussions between trading partners

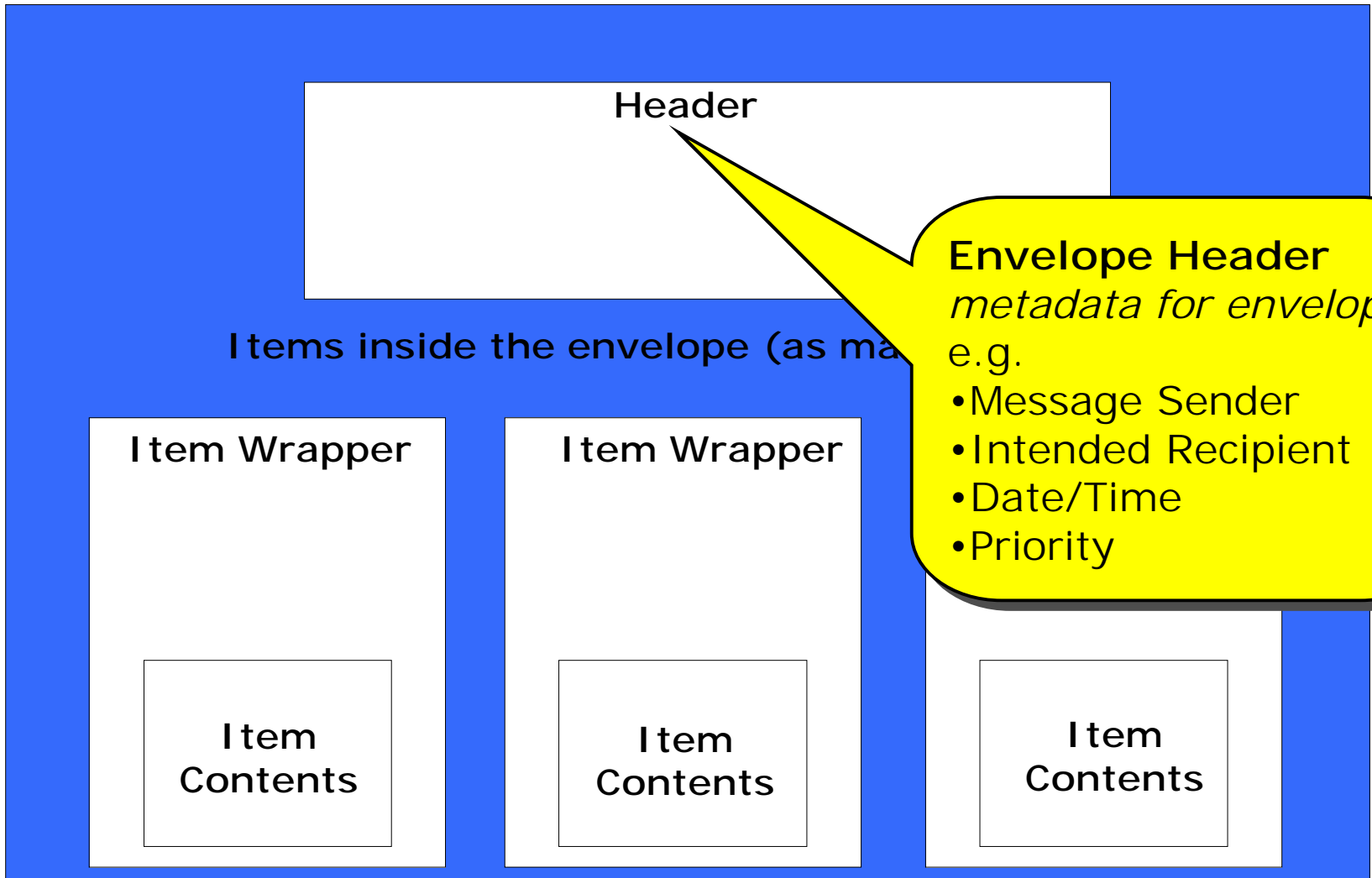
- Vocabulary / terminology
- Message content (high level definition)
- Precise shorthand names (e.g. "AI-I")

Defines a common choreography

- Use as the basis for system integration
- Modify as necessary for local requirements

AdsML Envelope

A container for the business information (“Items”)
Metadata to support common processing



Item Contents

advertising data being sent between systems, in its own format, e.g.

- Available Inventory
- Ad Reservation or Order
- Ad Material
- Invoice

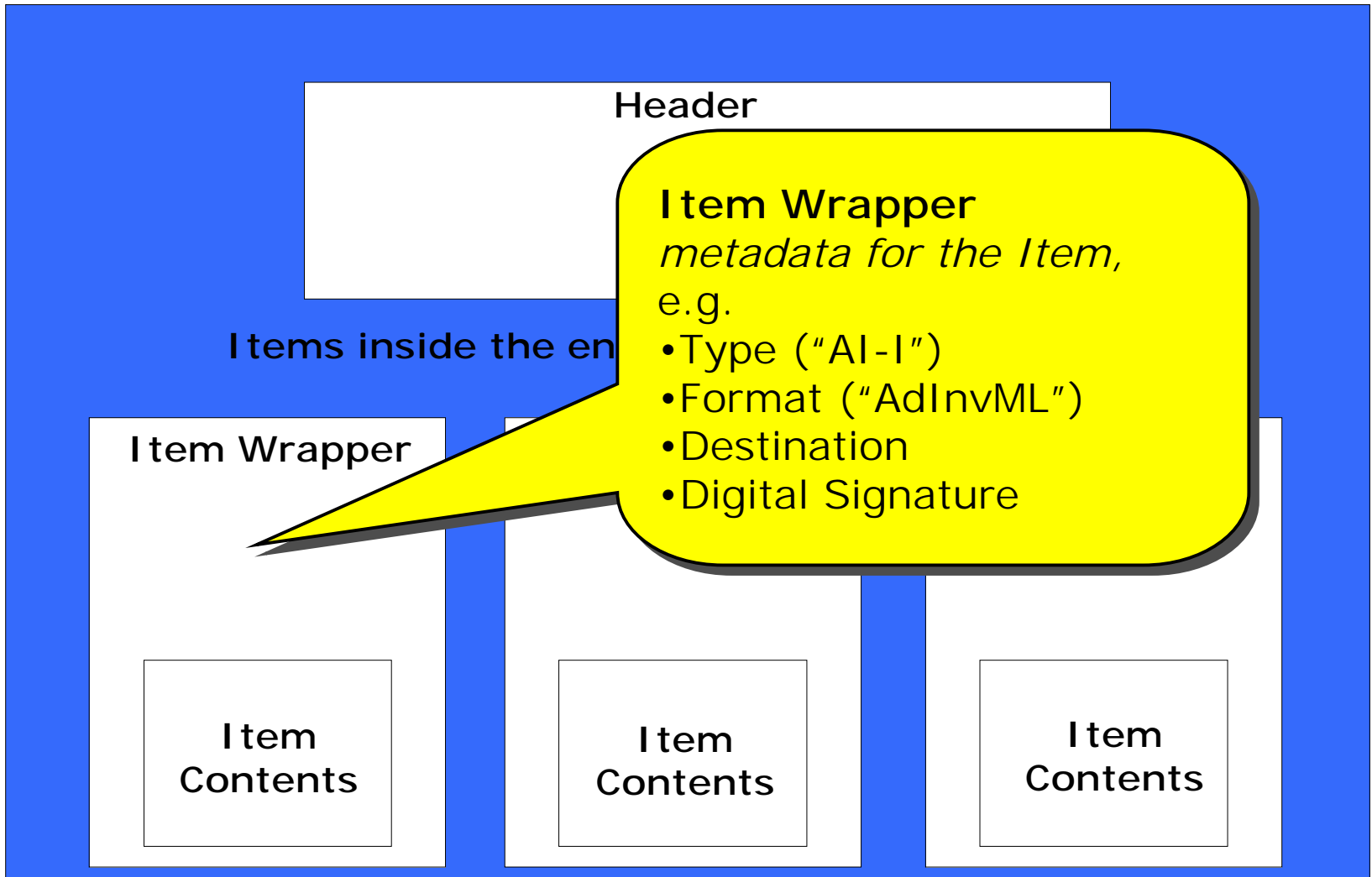
Items inside t

Item Wrapper

Item
Contents

Item
Contents

Item
Contents



Header

Items inside the en

Item Wrapper

Item
Contents

Item
Contents

Item
Contents

Item Wrapper
metadata for the Item,
e.g.

- Type ("AI-I")
- Format ("AdInvML")
- Destination
- Digital Signature

Envelope

Header (information about the message as a whole)

- Globally unique Message ID
- Message Sender (including organization ID, optional address, and optional digital signature)
- Intended Recipient (similar to Sender)
- Date/Time message created
- Response required (yes/no)
- AdsML Version
- Test Flag (yes/no)
- Resend count (0-n)
- Priority (1-7)
- Properties (user-defined name:value pairs)

Items inside the envelope (as many as desired)

Item Wrapper

- Item Type (e.g. "Insertion order")
- Standard/schema (e.g. "AdConnexion")
- Version (e.g. "1.0")
- Encoding
- Encryption method
- Priority (1-7)
- Digital signature
- Properties (user-defined name:value pairs)

Item Contents

(XML document as described in the Item Wrapper)

Item Wrapper

- Item Type (e.g. "Artwork")
- Standard/schema (e.g. "ArtworkXML")
- Version (e.g. "1.0")
- Encoding
- Encryption method
- Priority (1-7)
- Digital signature
- Properties (user-defined name:value pairs)

Item Contents

(XML document as described in the Item Wrapper, which in turn contains or references the artwork)

Item Wrapper

- Item Type (e.g. "Invoice")
- Standard (e.g. "Invoice EDI")
- Version (e.g. "1.0")
- Encoding
- Encryption method
- Priority (1-7)
- Digital signature
- Properties (user-defined name:value pairs)

Item Contents

(EDI document as described in the Item Wrapper)

Processing model

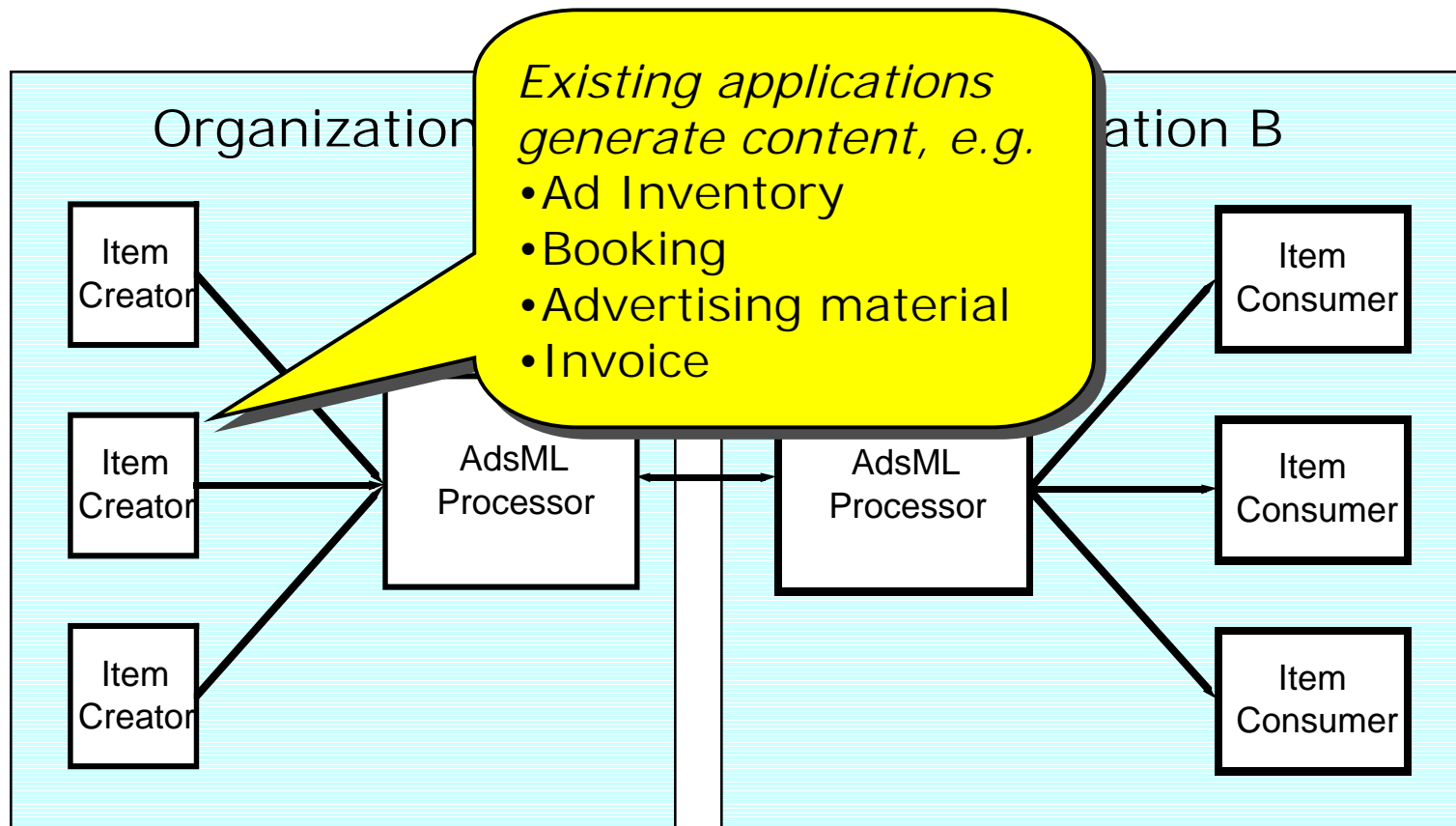
How the information moves between systems

- Simple and complex usage scenarios
- Technical architecture
- Conformance requirements

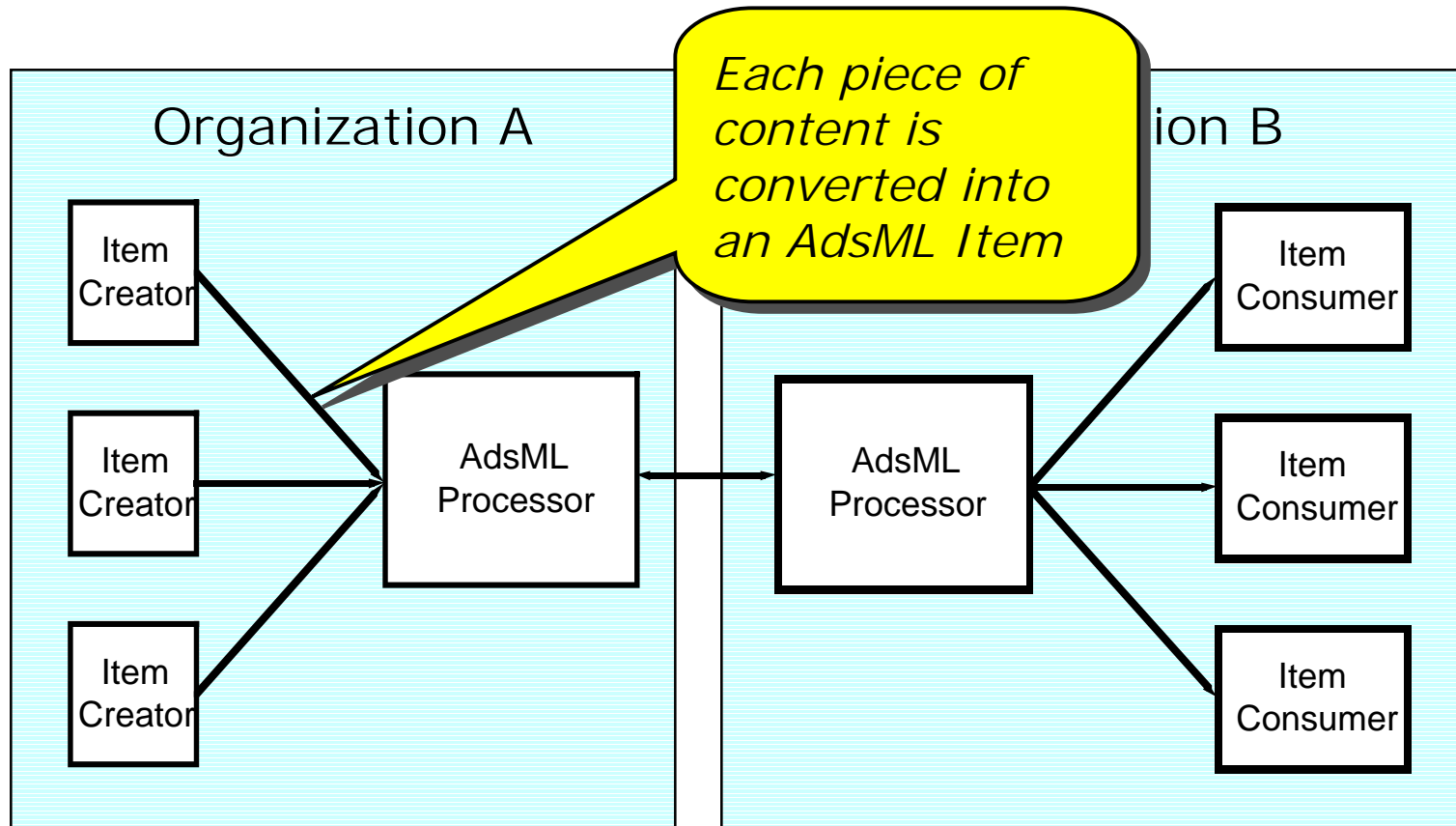
Provides a context for the technical details

- Architecture is an example, not required

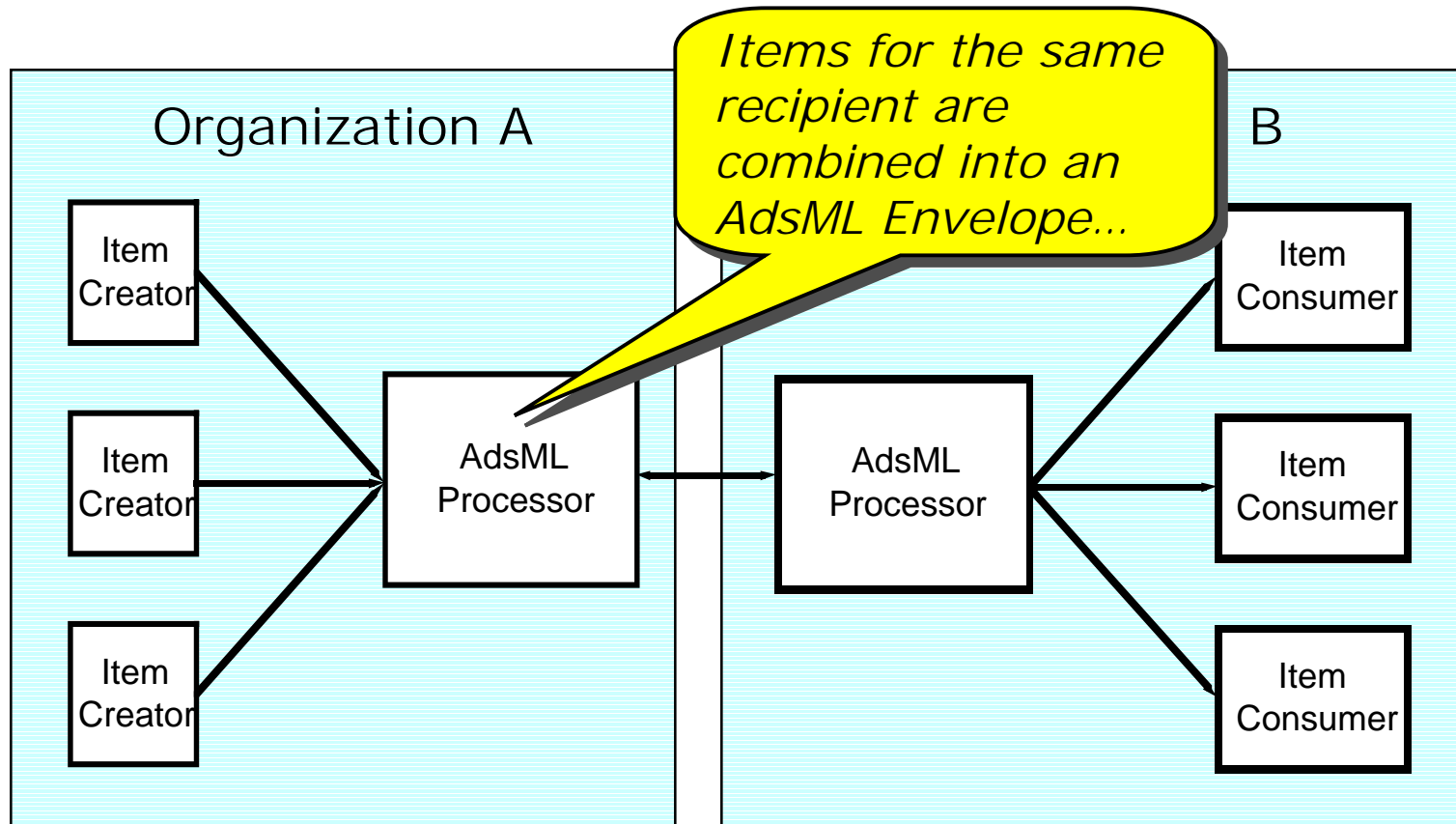
Processing overview



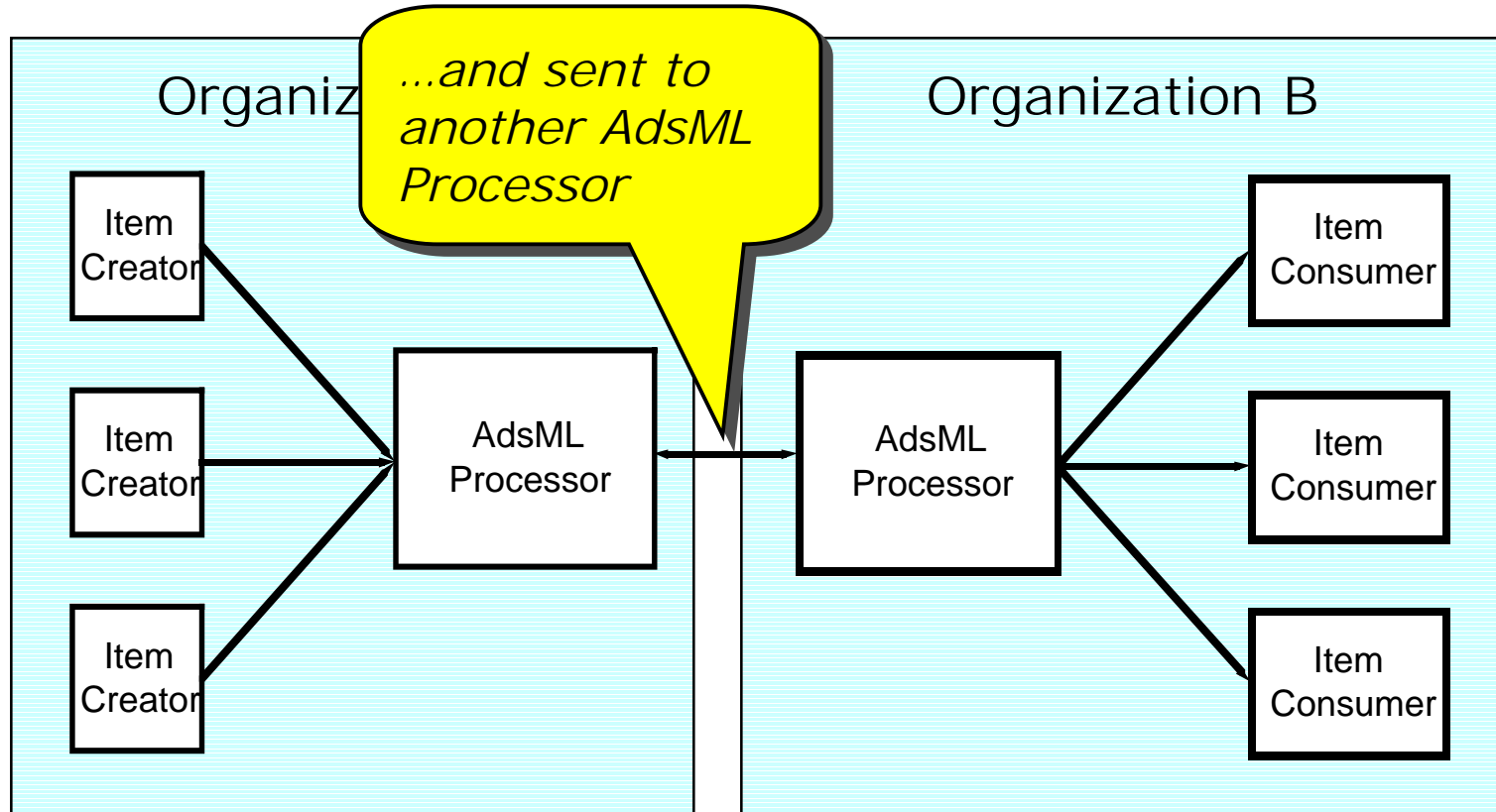
Processing overview



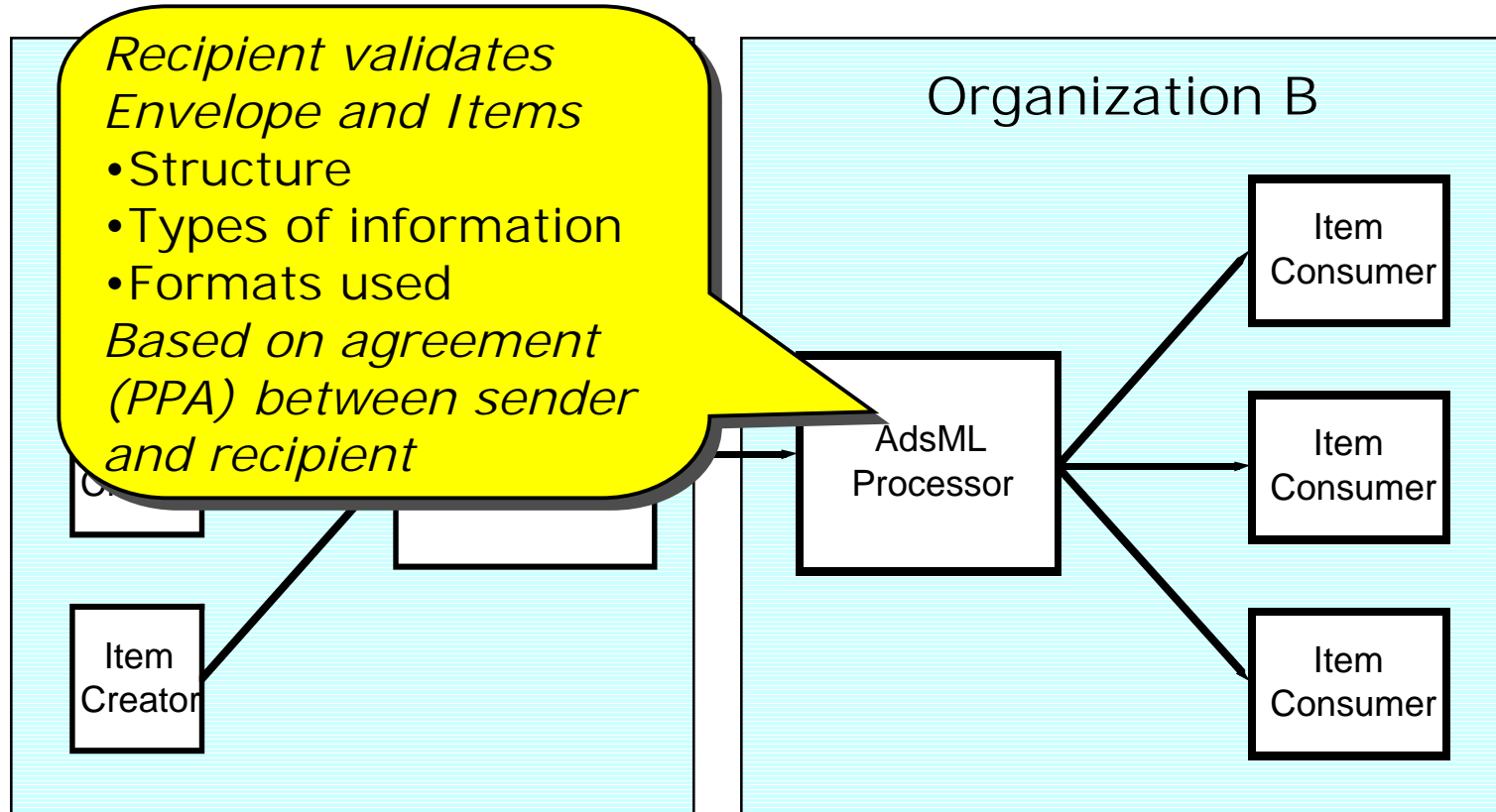
Processing overview



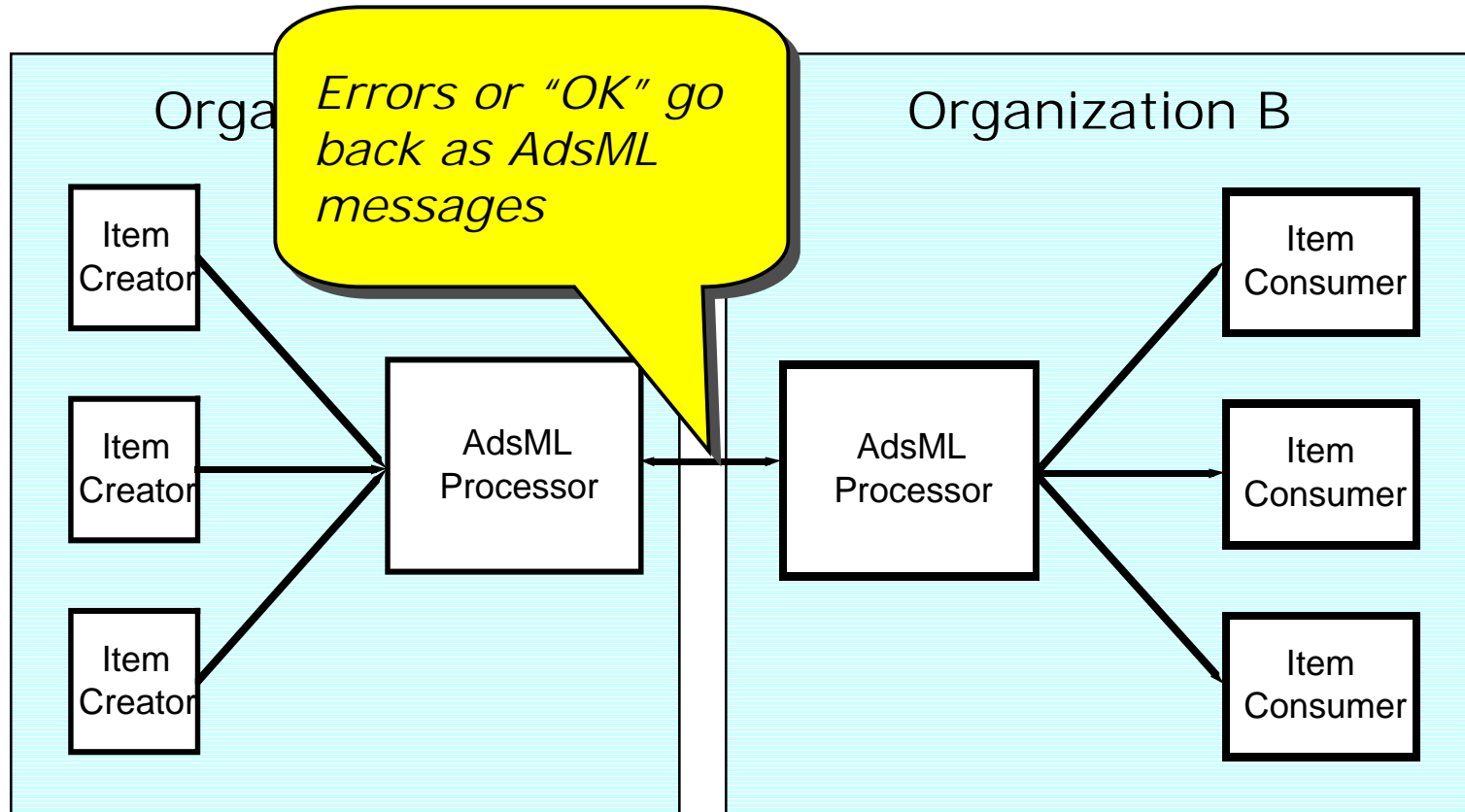
Processing overview



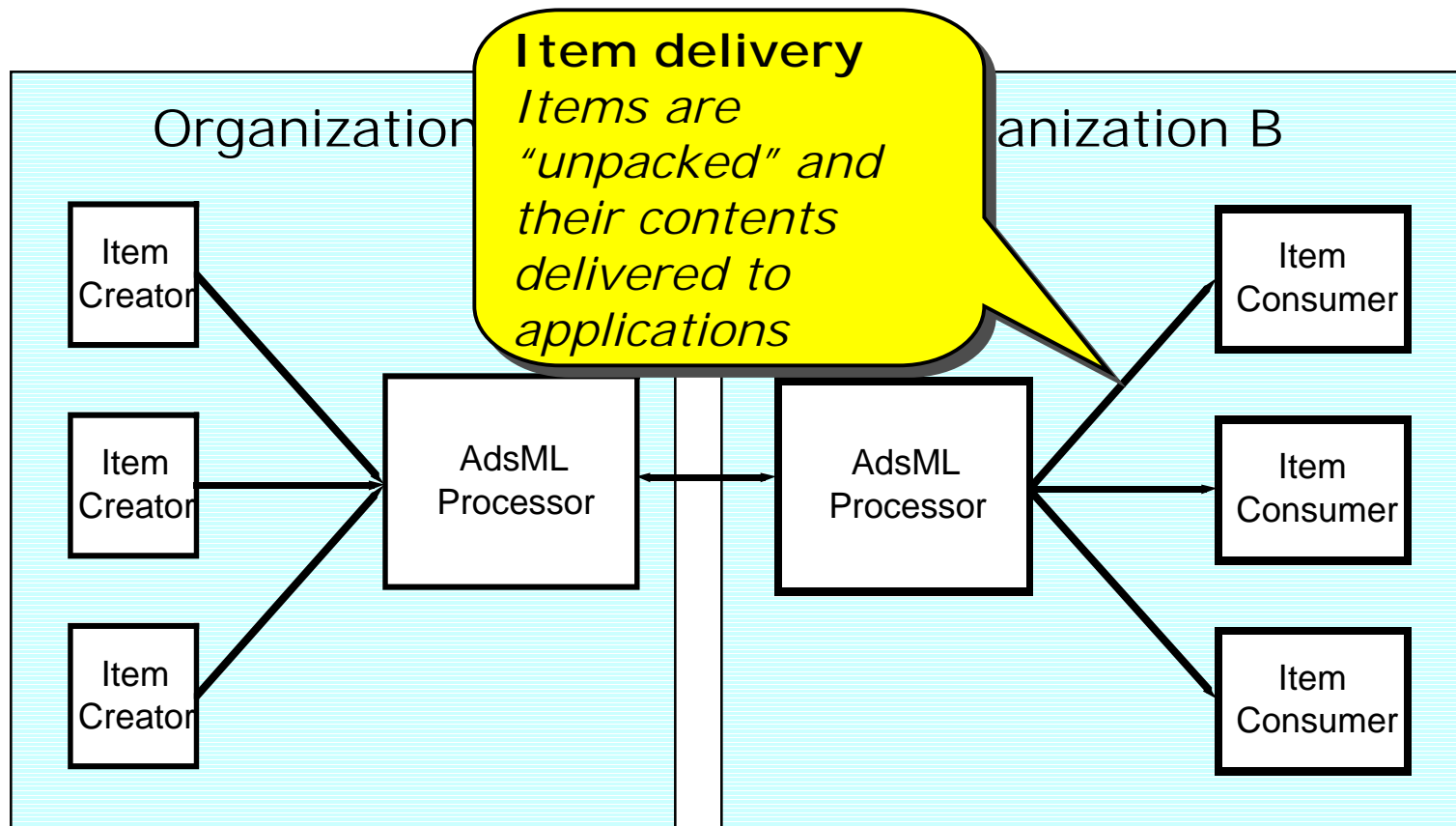
Processing overview



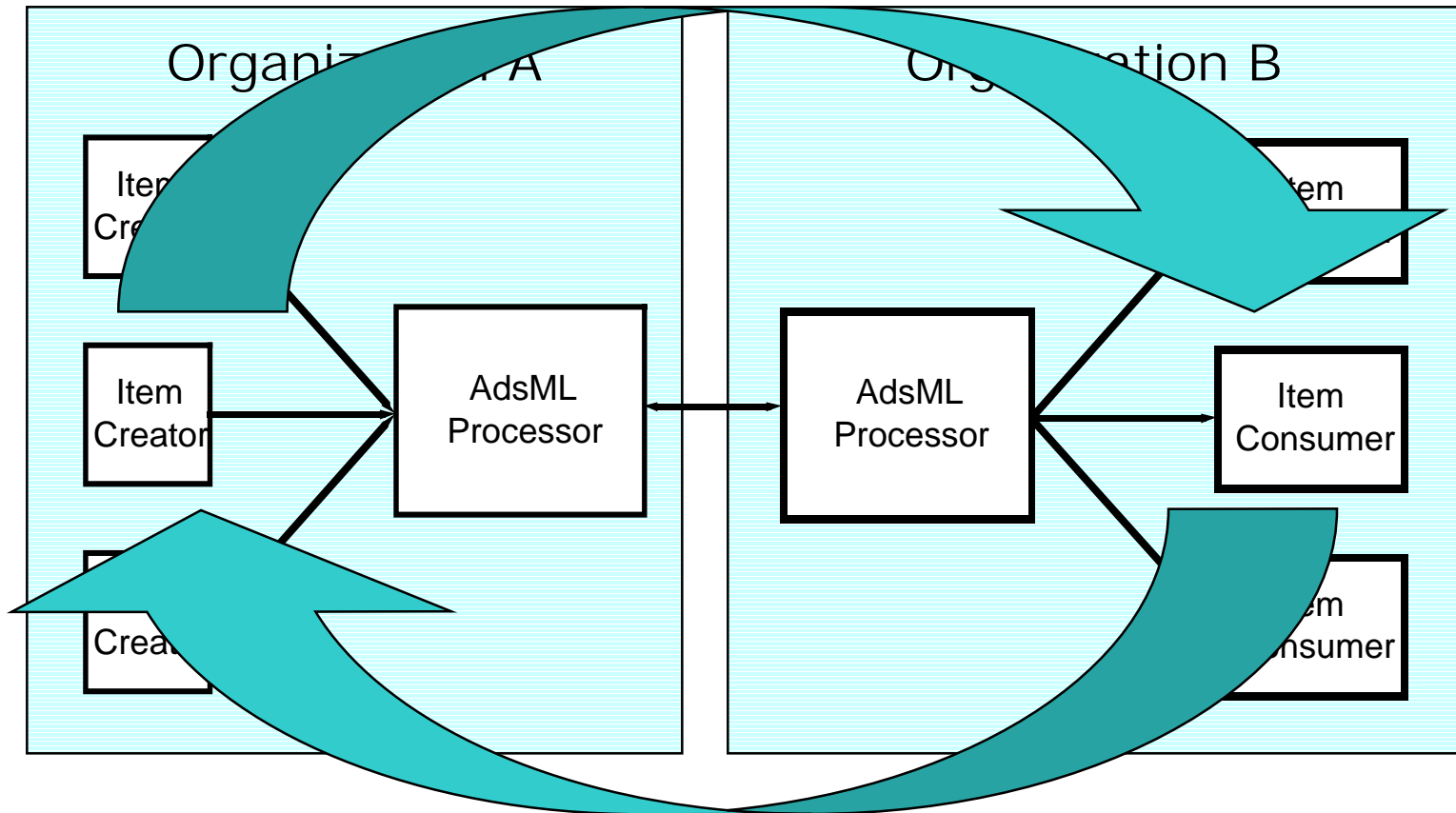
Processing overview



Processing overview



Processing overview



Benefits of this approach

A single point of control

Data-driven validation based on the Envelope

- Known and trusted sender
- Structure and contents of envelope
- Type and format of Item-level content

Common response handling

- Acknowledgments and error messages

Advertising Standards Matrix

A 'menu' or 'buyer's guide' of objective information about Item-level standards and formats

For each standard or format:

- The types of information that it handles, e.g. Ad Inventory, Ad Material, Ad Order...
- Supported media and ad classes
- Technical approach, production status, owner, regions used, etc.

Data gathering has just started

Questionnaires

2 Questionnaires developed for:

- Publishers
 - discover what is being used
- Standards
 - details about a standard

3.1.2. For each media that this standard supports when dealing with display ads, indicate which types of information can be sent using this standard (check all boxes that apply):

Descriptions of the message types can be found at the end of this document.

| Short Name | Message type | Print | Online | Broadcast | SMS / MMS | Other 1 | Other 2 |
|---------------|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| AI | Ad Inventory | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AI-I | Available Inventory | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AI-PP, AI-PPL | Publication Plan / Placements | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AM | Ad Material | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AM-PART | Ad Material or Component | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AM-A | Proof and/or Approval | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AM-CC | Copy Chasing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AM-FIN | Completion Notice | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AM-DO | Delivery Order | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Benefits

Support implementers

- Know what formats exist and where to find out more
- Select the best candidates for your project
- Avoid 'reinventing the wheel'

Discover coverage gaps and overlaps

- Input to future work by AdsML or other standards groups

Encourage "natural selection" in the marketplace

You can help

If...

- you know of a standard or format being used to convey advertising information between computer systems

Fill in a questionnaire

- Download from AdsML website

Send it to technical.wg@adsml.org



Thank you

www.adsml.org



tony.stewart@rivcom.com

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