IDEAlliance
International Digital Enterprise Alliance

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SPACE XML launched for 30-day
Industry Comment Period

ALEXANDRIA, VA (October 30, 2001) — IDEAlliance today announced that it is launching a 30-day industry comment period for the SPACE XML standard. A review copy can be downloaded at www.spacexml.info. The deadline for comments is November 30, 2001.

The purpose of SPACE XML is to create a standard format for the print/publishing supply chain. SPACE XML takes the information that is exchanged between an ad agency, printer, and publisher, and puts it into a completely standardized electronic format. This allows the process of exchanging information to be well defined and creates a definitive way of conducting business.

In 1994, IDEAlliance (founded as the GCA), the Digital Distribution of Advertising for Publications (DDAP) Association, and Newspaper Association of America (NAA), put together a committee to develop a standard for overall agency-to-print publisher business information exchange. This committee eventually developed the SPACE X12 document. The document was written to create specifications for ad insertion orders to eliminate much of the confusion and misinformation that can result when insertion orders are sent by fax or mail. By establishing this set of standards, any publication or agency could receive an insertion order from any source.

Today, a new IDEAlliance group, the B2B Advertising Committee, chaired by Craig Shrader, President of Intersect Technologies, is launching the XML version of SPACE X12. "Billing errors are the largest source of operation inefficiencies and waste time to resolve. SPACE XML has been designed to permit computer reconciliation at various points in the workflow," says Craig Shrader. "This will permit people to check on discrepancies before they become major problems." This new committee was formed nearly one year ago and is comprised of ad agency printers, publishers, and software developers.

XML makes this new initiative even more standardized and usable across many different platforms, allowing for greater accuracy and reliability in the insertion order process. SPACE XML currently has standardized coding for the following:
• Space reservations
• Insertion orders
• Material job tickets
• Change order
• Confirmation

The Magazine Publishers of America (MPA), Newspaper Association of America (NAA), and Digital Distribution of Advertising for Publication (DDAP) are among the organizations that have endorsed this new IDEAlliance recommendation.

About IDEAlliance
IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit membership organization. Its mission is to advance user-driven, cross-industry solutions for all publishing and content-related processes by developing standards, fostering business alliances, and identifying best practices. IDEAlliance has been a leader in information technology since 1966 (founded as Graphic Communications Association) having fostered the development and adoption of standards such as ADIS, GRACoL, ICE, JIFFI, Mail.dat, papiNet, PRISM, PROSE XML, SPACE XML, SGML, and XML. Learn more about IDEAlliance at www.idealliance.org.