AdsML Scope Definition

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Abstract

This document defines the Scope and Approach for the development of AdsML v. 1.0, and sets out a framework for development of future versions of the standard.

Contents

1 Introduction

This document develops a scoping statement for the AdsML initiative.

The scoping statement includes the definition of a broad and a narrow scope. The broad scope corresponds to the long-term vision of the AdsML initiative; the narrow scope sets out the subset of capabilities that will be met by AdsML version 1.0. The narrow scope will serve as a basis for the *AdsML 1.0 Requirements* document.

1.1 Vision

The AdsML vision is wide-ranging, covering in principle all kinds of advertising content, in all media, and through all stages of the lifecycle of an advertisement. The resultant AdsML framework will be applicable for use across all sectors of the advertising industry, enhancing the efficiency of the advertising process and facilitating integration at systems and data level.

To achieve this vision, AdsML will evolve through a series of staged iterations in which successive versions of AdsML are developed and released, each version building on the last and progressively contributing to the completion and achievement of the AdsML vision. Individual AdsML iterations will also seek to solve identified business problems, thereby ensuring delivery of short as well as long-term value. These versions will be released at regular intervals, facilitating the planned use, adoption, and support of AdsML by users, implementers, and vendors alike.

1.2 Approach and framework

An approach and framework have been defined that will support the complimentary needs of short and long-term development of AdsML. This framework takes a "thin layer" approach, enabling AdsML to make best use of other existing and forthcoming standards, while adding AdsML-specific support for the advertising lifecycle.

The approach and framework are described in section 2 of this document.

1.3 Broad scope

A broad scope has been outlined, covering the overall vision of the AdsML initiative and the mechanisms that will be developed to deliver on this vision. The broad scope ranges over three dimensions:
- The different media through which advertising messages can be communicated to their intended audiences
- The types of content that the advertising message can carry
- The stages of the lifecycle that an advertisement may go through.

The purpose of this broad scoping statement is twofold:
- To indicate the range of business activities and transactions that AdsML aims to be able to support in the long term, thereby enabling industry players to identify whether

they have an interest in helping to ensure the long-term success of the initiative

- To ensure that no technical decisions are made in the short term that will limit the ability of the specification to cover the broad scope in the longer term.

The broad scope is described in section 3.1 of this document.

1.4 Narrow scope

Second, a narrow scope has been defined to serve as a basis for determining the requirements that will be met by AdsML version 1.0. This narrow scope is a defined subset of the broad scope outlined above. It aims to provide a basis for the development of a specification which:

- Covers the media, content types, lifecycle stages and advertising-related content standards that are seen by the members of the AdsML consortium as being the most urgent and critical to their business purpose
- Is clearly defined and narrow enough to allow a workable specification to be developed in a relatively short timeframe
- Is simple enough that the resulting specification will be implementable in a cost-effective manner
- Takes due note of work already done by existing advertising-related specifications and provides a basis within which appropriate reuse and leveraging of that existing work can be achieved.

The narrow scope is described in section 3.2 of this document.

1.5 Usage scenarios

A set of usage scenarios has been developed, describing typical business activities and transactions to which AdsML is relevant. (Note: those usage scenarios that fall within the broad scope and are not covered by AdsML Version 1.0 have been annotated as such.)

The usage scenarios are described in section 3.3 of this document.

2   Approach and Framework

In order to cater to the complimentary needs of short and long-term development of AdsML, the following approach has been adopted:

AdsML will be designed as a "thin layer" transaction framework (AdsML Framework) that, wherever possible, relies on other standards to describe both the content and metadata carried within advertising transactions and the management and infrastructure services (such as security and transaction protocols) that are required to support those standards.

Where AdsML recognizes a requirement to represent advertising-specific content or metadata for which no suitable standardised XML vocabulary exists, the AdsML Technical Working Group will attempt to identify a suitable standards development

organisation within the industry and request that that organisation create a new standard or extend an existing standard to fill the gap. The Working Group will provide reasons for their request, and may propose recommendations for how the request can be achieved. Only if this approach fails will the AdsML Technical Working Group develop an AdsML-specific XML vocabulary to meet the requirement.

Where AdsML recognises a requirement to represent non-advertising-specific content or metadata that has been standardised in other forums, AdsML will specify an existing standard to address that requirement.

2.1.1 AdsML Framework

The AdsML Framework will consist of:

- A set of business process models and related documentation describing the business processes that are supported by AdsML, including a definition of common process models for the workflows of selected advertising classes (AdsML Business Processes).
- An XML message format that enables the efficient packaging, transmission, verification[1], validation[2] and routing of the advertising content and related metadata that are required in order to execute the AdsML Business Processes (AdsML Envelope).
- A set of guidelines, recommendations and requirements describing when and how to use existing content and metadata standards (e.g. AdConnexion, SPACE/XML, and other advertising-specific or non-advertising-specific standards) to represent the advertising content and related metadata that are required in order to execute the AdsML Business Processes.
- A set of guidelines, recommendations and requirements that address identified deficiencies and overlaps in the ability of existing content and metadata standards to represent the information that is required in order to execute the AdsML Business Processes. These will fall into at least two categories:
  - Guidelines, recommendations and requirements for system designers and implementers covering how to make best use of existing standards within the AdsML Framework
  - Recommendations to advertising-industry standards development bodies identifying gaps and overlaps that currently exist in their standards and requesting that these be addressed in the next round of development.
- A definition of AdsML conformance, and a mechanism for establishing whether a given system is "AdsML Conformant".

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[1] Terminology: "Verification" refers to the process of verifying that transmitted content conforms to a formal or informal agreement between trading partners (for example, an agreement specifying that the trading partners will use a particular XML standard to represent a particular class of information)

[2] Terminology: "Validation" refers to the process of validating that transmitted content conforms to the relevant international standard (for example, that an AdConnexion message conforms to the AdConnexion standard).

2.1.2 AdsML Business Processes

The purpose of the AdsML business process models and related documentation is to:

- Describe best-of-breed business processes in order to create a working context for the AdsML Consortium and make it focus on the most relevant flows of data
- Define the advertising lifecycle activities that are directly relevant to the AdsML Framework in a clear, useful and unambiguous fashion, thereby supporting the implementation of common business processes
- Provide an agreed and documented terminology for the stages, activities and data flows that occur within the advertising lifecycle
- Provide a basis for identifying, discussing and agreeing on the features and functionality that should be included within or supported by the AdsML Framework
- Provide a basis for comparing the features and functionality offered by existing content and metadata standards with the requirements of the advertising lifecycle, in order to develop appropriate guidelines and recommendations to standards bodies and system implementers
- Provide a basis for AdsML documentation to support the design and implementation of AdsML systems

Note that the AdsML Consortium does not seek to standardize the actual business processes, leaving room for companies in the advertising business to apply various ways of doing business based on the set of standardized messages defined in the AdsML Framework.

2.1.3 AdsML Envelope

The purpose of the AdsML Envelope is to support the implementation of communications layer system functionality that is required in order to execute the AdsML Business Processes, but that is not provided by any individual content or metadata standard on its own. This functionality includes (but is not limited to) enabling the recipient of an AdsML Envelope to:

- Verify the identity and authenticity of the sender of the message
- Verify that each Item contained in an AdsML Envelope conforms to the recipient's requirements regarding the content types and payload formats that may be used to execute AdsML Business Processes, without having to open and parse the Item
- Establish a formal agreement with the sender governing the content types and payload formats that may be used to execute a given AdsML Business Process, and having done so, verify that the Items within the Envelope conform to that agreement, without having to open and parse the Items
- Deconstruct an AdsML Envelope into its component Items and then route those Items to appropriate destinations without having to open and parse the Items
- Receive audit trail information that describes the past movements of the Items contained within the Envelope
- Inform the sender of any verification or validation errors that occurred regarding

the Envelope as a whole or any of the Items within it

2.2 Required standards and formats

An AdsML Envelope will be able to embed or reference multiple Items of content and multiple Items of business information or requests for action. Each of these may be in a dedicated format, specific to its precise purpose. In addition to embedding or referencing these Items, the AdsML Envelope will carry such metadata about them as is required in order to support the types of functionality described above.

It is anticipated that the Items within an AdsML Envelope will fall into three broad categories of standards and formats:

- Items whose content is an XML document containing an advertising-specific type of information or request for action (e.g. an insertion order)
- Items whose content is an XML document containing a non-advertising-specific type of information or request for action (e.g. an invoice)
- Items whose content is not an XML document, but rather a file conforming to a commonly-used format such as .pdf or .gif

In order to support the AdsML Envelope functionality described above, the sender of an Envelope will be required to specify, for each Item in the Envelope, the XML vocabulary (e.g. XML Schema or DTD) that can be used to validate the Item (if it is an XML document), or the non-XML format that applies to the Item. Depending on the nature of the Item, additional requirements may also apply.

2.2.1 Standards for advertising-specific XML content

In initial versions of AdsML, it is expected that the AdsML Framework will place few (if any) limitations on the set of XML vocabularies that may be used for advertising-specific Items in an AdsML Envelope. It is anticipated, however, that over time, in order to improve interoperability between AdsML Conformant systems, future versions of AdsML may recommend that certain standardised XML vocabularies be used to represent advertising-specific content within an AdsML Envelope, and will require that those XML standards be supported by AdsML processing systems as a condition of AdsML Conformance.

2.2.2 Standards for non-advertising-specific XML content

It is expected that the AdsML Framework will specify a set of standardised XML vocabularies that must be used to represent non-advertising-specific XML Items in an AdsML Envelope, and that must be supported by an AdsML Conformant system. The number of such standards, and the degree to which they cover the full scope of the AdsML Business Processes, is expected to be relatively small in AdsML 1.0, but then to grow over time as the framework is iteratively developed and improved.

2.2.3 Formats for non-XML content

It is not anticipated that current or future definitions of AdsML Conformance will restrict

the use of, or require processing support for, any specific non-XML content formats.

2.3 Convergence of standards

As stated above, the AdsML Framework is intended to enable the use of multiple non-AdsML standards and formats as Items within an AdsML Envelope. At least initially, the AdsML Framework will not itself define (i.e. provide a schema for) any of the Items that can be contained within an Envelope.

Subsequent versions of the AdsML Framework may provide XML schemas for specific types of content, business information or requests or action that can be included as Items within an AdsML Envelope. In this case, the need to incorporate business information in other formats than AdsML will be reduced. It will, however, always be possible if desired to incorporate other formats in order to extend the use of AdsML to cater for additional systems, media types and business workflows, by making use of the appropriate AdsML capabilities and metadata.

In addition, it is part of the long-term vision of the AdsML Technical Working Group to participate in a series of activities aimed at converging existing and future advertising-specific standards so that each type of advertising-specific content or metadata required by the AdsML Business Processes will be fully supported by exactly one recommended standard. However, the Working Group recognises that this will be an ongoing activity whose results cannot be predicted.

2.4 Extensibility

It is part of the vision of AdsML that it be such as to allow user-definable extensions through a controlled mechanism. The specification will provide explicit mechanisms for extending the capabilities of AdsML documents in a consistent way, thereby allowing systems using AdsML documents that have been so extended to remain interoperable.

See section 3.2.4 for a description of the approach to extensibility that has been determined for AdsML version 1.0.

2.5 Characterization of advertisements

It is part of the vision of AdsML that a message sender should be able to characterize any given advertisement against multiple characteristics such as:

- What section of the newspaper or website it should appear in
- What regional editions it should appear in
- How it would be classified in a (potential, future) standardized industry-wide advertising classification scheme
- And potentially many more characteristics that will be developed over time

Therefore, the AdsML Framework will permit such a mechanism to be implemented, and a current or future version of the Framework may define a specific implementation mechanism.

3 Scope

3.1 Broad scope – the AdsML vision

In line with the overall vision of the AdsML initiative, the following broad statement of scope describes the range of advertising media, content, and business lifecycle stages that will be supported by the specifications to be developed by the AdsML initiative. This scope aims to be inclusive rather than exclusive, and indicative rather than exhaustive. It goes beyond the capabilities to be covered by AdsML version 1.0, but serves as a statement of intent that nothing in AdsML 1.0 will be designed in such a way as to exclude any aspect of this broad scope from inclusion within future versions of AdsML.

3.1.1 Advertising media

The following is a list of the advertising media that fall within the broad vision of AdsML:
- Advertising in printed publications, including books, magazines and other publication types, and inserts to those publications
- Printed advertising distributed independently of specific publications, including advertising through mail shots or hand delivery services
- Banner advertisements, popup advertisements, or other forms of advertisement on websites, where the advertisement is not part of the core content of the site
- Online advertising including classified advertisements, items for sale by auction or otherwise, where the advertising is the core content of the website
- Email advertising
- Advertising by SMS, MMS or other mobile technologies
- Advertising through TV, radio or other broadcast media
- On-screen advertising in cinemas
- Advertising on billboards or electronic displays in public places ('outdoor advertising').

3.1.2 Types of content

The following is a list of the types of advertising content that fall within the broad vision of AdsML:
- Raw text for print or online display
- Formatted text for print or online display
- Arbitrary combinations of raw text, formatted text and images for print
- Arbitrary combinations of raw text, formatted text, images, sound, video and other rich content for broadcasting, cinema or online display
- Interactive content for online display
- Structured descriptions of the items being advertised (e.g. through keywords).

3.1.3 Lifecycle stages

The following lifecycle stages fall within the broad vision of AdsML:
- **Campaign Brief:** The publication of a campaign brief by a media buyer to potentially

interested media owners and the handling of their responses, in other words potential buyers looking for interested and appropriate sellers. The campaign brief will include details of the client, the campaign, the target audience, the timescale and the budget available.

- **Ratecard Mediapack:** The provision of essential marketing and supporting information by a publisher to potential advertisers on request. The media pack includes information about: circulation and reach figures of the advertising media offered, demographic statistics of the advertising media's audience, advertisement options available for sale, pricing structure including current prices and special offers, regional information, and technical specifications that the advertising content provided by advertisers needs to conform to (types of content, file formats, etc.).

- **Booking:** The exchanges between an advertiser and a publisher resulting in a confirmed booking. Booking consists of two primary exchange phases: *planning* and *order*. The planning phase includes inventory and pricing exchanges. Inventory exchanges cover: availability of advertising space, enquiry for a particular advertising space, reservation of advertising space, acknowledgement of the space reservation. Pricing exchanges cover: initial price enquiry, the price response, and preview of the quoted advertisement. The order phase includes exchanges for: order placement, order acknowledgement, changing or updating orders, and cancellations.

- **Production:** The exchanges and workflow between advertiser, any other parties that may be involved (for example, repro house or prepress services), and a publisher during the production of an advertisement and its lifecycle transition from concept to published item. Production consists of two primary phases: *content creation* and *content transmission*.
    - *Content creation* covers the artwork creation process from: initial design instructions, the reception of the content elements comprising the advertisement, the build of the advertisement from its content elements, proofing of advertisement artwork, and approval of the artwork by the advertiser.
    - *Content transmission* covers: content delivery including notification, associated collection instructions, and acknowledgement of content arrival; reconciliation with order together with quality and content completeness checking to ensure advertisement conformance to requirements; confirmation of conformity from publisher to advertiser, and copy chasing to acquire required content (for example, content that is missing or invalid).

- **Publishing:** The exchanges required for the publication of an advertisement. This includes the publication or run instructions defining publishing requirements, and the subsequent confirmation of the publication or run having taken place (for example, by tear sheet or affidavit).

- **Feedback on responses from publisher to advertiser:** The provision of feedback by the publisher to the advertiser on responses to the ad. This includes both actual responses and response statistics.

- **Payment:** Payment-related exchanges between publisher and advertiser. This includes: prepayment with an order; invoicing (including confirmation that the ad has been placed, invoice creation and submission, invoice checking and payment, and

submission and resolution of queries or claims), statements of account, contract reconciliation, and payment orders (including associated account information).

3.2 Narrow scope of AdsML 1.0

The objective of AdsML version 1.0 is the early release of a usable specification covering a useful core set of capabilities, focusing on the print and new media sectors of the advertising industry. Later releases of AdsML will build on this foundation, expanding both the core capabilities and the range of media that the standard supports.

AdsML 1.0 will provide support to advertising in print, online, by email and by mobile technologies such as SMS and MMS. It will not limit the types of advertising content that may be handled by an AdsML document, nor the stages of the advertising lifecycle within which it may be used (though no specific support will be provided for the 'Ratecard/Mediapack' stage listed in section 3.1.3 above).

AdsML 1.0 will not include detailed document structures to carry information that is relevant only to one lifecycle stage or one media type; rather, in such cases it will specify the document structure specifications (such as CREST, AdConnexion or SPACE/XML) that can be used to represent such information, and to the extent possible, will provide guidance for how system implementers can deal with the gaps and overlaps between these specifications. In cases where AdsML 1.0 does include detailed document structures of its own, their explicit purpose will be to provide bridges between the stages of the advertising lifecycle and between the media that may be used to carry advertising content, and thus to facilitate lifecycle tracking of advertising content and business information and the use of the same advertising content in multiple media or multiple forms.

3.2.1 Advertising media

The following advertising media fall within the scope of AdsML 1.0:
- Printed advertising in newspapers, magazines and inserts to these publications
- New media (including online) advertising, including banner and popup advertising as well as advertising that forms part of the core content of a website
- Email advertising
- Advertising by SMS, MMS or other mobile technologies.

3.2.2 Types of content

The following types of advertising content fall within the scope of AdsML 1.0:
- Arbitrary combinations of raw text, formatted text and images for print
- Arbitrary combinations of raw text, formatted text, images, sound, video and other rich content for online delivery
- Structured descriptions of the items being advertised.

3.2.3 Lifecycle stages

AdsML Version 1.0 will target those stages of the advertising lifecycle that offer the

greatest immediate business benefit and/or for which an appropriate XML vocabulary already exists, supporting these stages at the level of granularity and depth required and appropriate to that context and stage of the lifecycle. Support for the first stage of the advertisement lifecycle *Ratecard Mediapack* (which includes 'Request for Mediapack' and 'Send Mediapack' exchanges) is out of scope of AdsML Version 1.0. However, it may be handled in a subsequent version of AdsML.

The following lifecycle stages are representative of those that fall within the scope of AdsML 1.0:

- **Booking**
  - o Planning
    - ▪ Inventory
      - Inventory enquiry
      - Notification of inventory availability
      - Reservation of inventory
      - Acknowledgement of reservation
    - ▪ Pricing
      - Price enquiry
      - Price response
      - Provision of preview
  - o Order
    - ▪ New order
    - ▪ Change order
    - ▪ Cancellation
    - ▪ Acceptance of order, change or cancellation
    - ▪ Rejection of order, change or cancellation (with reason)
    - ▪ Request for content elements
- **Production**
  - o Content creation
    - ▪ Design instruction
    - ▪ Reception of content elements
    - ▪ Build
    - ▪ Proofing
    - ▪ Approval
  - o Content transmission
    - ▪ Delivery notification
    - ▪ Content delivery
    - ▪ Collection instructions
    - ▪ Acknowledgement of content arrival
    - ▪ Confirmation of conformity
    - ▪ Copy chasing
- **Publishing**
  - o Publication/run instruction
  - o Confirmation of publication/run
- **Feedback on responses**

- o Actual response
- o Response statistics
- **Payment**
  - o Prepayment with order
  - o Invoicing
  - o Statements
  - o Contract reconciliation
  - o Payment orders

3.2.4 Extensibility

The following approach to Extensibility has been determined for AdsML 1.0:
- Within the AdsML Envelope itself (as opposed to within the Items that it contains), two types of extensibility will be provided:
  - o It will be possible for users to extend the Item types (i.e. transaction and payload types, and the standards and formats that govern them) that can be included in an AdsML Envelope. This will allow trading partners to exchange types of content that are not specified in the AdsML standard.
  - o It will be possible for users to extend the classification and categorisation metadata that is contained in the AdsML Envelope. However, this mechanism will be limited by the structure of the AdsML Envelope, and is not intended to support a generalized classification scheme.
- The extensibility of a given Item inside the Envelope will be determined by the XML vocabulary or other standard that governs that type of Item – e.g. the use of AdConnexion for an insertion order, or a private schema for a type of XML content that is exchanged only within a closed group of trading partners.

3.2.5 Classified advertising

It has been agreed within the AdsML Technical Working Group that one of AdsML's highest priorities should be to address the issues related to classified advertising in both print and new media, including but not limited to providing a robust, interoperable mechanism for classifying and categorizing advertising content and then including that information in AdsML messages.

Therefore, during the gap analysis phase of AdsML 1.0, the Technical Working Group will focus strongly on the business issues relating to classified ads, and the guidelines and recommendations accompanying AdsML 1.0 will reflect that focus.

This does not preclude the gap analysis from also leading to recommendations and guidelines pertaining to other content classes, media types or business processes.

3.3 Usage scenarios

3.3.1 Exchange of ads between various publishers and media

Many publishers accept ads on behalf of other publishers for publication in a range of media. All of the parties involved can have a financial interest in the ad and need to be

able to track it back to its source if queries arise. AdsML must provide a vocabulary that will facilitate the exchange whilst at the same time recognising the complexity of the data that may have to be transferred and accepting that senders may sometimes require positive acknowledgment of what has been sent.

3.3.2 Supporting online booking and creation of an ad for various publication forms

Many publishers require the ability to allow their customers to do online booking of classified adverts for their printed publications. In general, supporting online bookings requires the front-end systems handling the online user interfaces to communicate with back-end systems performing price calculations, space reservations etc.

As an example, one particular problem is that many publishers' rate structures are very complex and are implicitly tied to the Hyphenation and Justification (H&J) of the advert text. In addition it is also required for the user to be able to see an accurate representation of the advertisement, as it will appear in print. To achieve this many web-based system suppliers have to write complex interfaces allowing their simpler web-based front-end to integrate with the publisher's main commercial system and the software that processes the H&J. A common structure defining this interaction including the ability to pass the requested H&J image would enable any web-based front-end system to be able to communicate with a number of publishers' commercial systems.

In fact, AdsML would define a complete service interface to back-end commercial systems facilitating online and other bookings that occur outside the borders of the back-end system. AdsML must provide the means of capturing and delivering all necessary details of the ad bookings to the intended recipients.

3.3.3 Facilitating the offer of up-selling and cross-selling options

(Note: out of scope for AdsML Version 1.0)
Analysts are foreseeing a structural decrease of advertising spending for print media in addition to the overall economic situation which forces budget cuts for broadcast and online as well. Car dealers, real estate brokers, headhunters have created their own online portals offering low cost ads for their clientele. On the other hand the print media may use its reputation and good customer relations in order to take back parts of the value chain by cross-selling to online and broadcast or up-selling within the print media. The same idea is valid in the other direction as well.

The advertiser's main objective is to convince potential customers that they have to buy his product. Hence a large number of people have to be reached and the advertisement has to be attractive to gain attention. Offering attractive designs with frames colours and logos to the advertiser and giving the advertiser the opportunity to design their own ad will lead to larger ads, ads of higher quality and hence to increased revenue. Objective research has already proven this customer behaviour. Communicating additional options to the advertisement buyer during his decision-making process is a great opportunity for media agencies and publishers as well. Up-selling to more publications, editions and

zones gains more reach. Why shouldn't it even be possible to put it into a radio commercial from a free online or print website?

AdsML will not be limited to the transfer of the price and production detail required for the actual order, but can also manage additional offers including publication in additional media, more print publication options (colour, size, frequency etc.)

3.3.4 Consolidation of classified ads

Classified advertisements websites that want to exploit a maximum of content should have associated metadata of good quality. The exchange of such structured advertisements require that all involved entities gets a structured flow containing the ads themselves as well as a mean to exchange related information therefore assuring that the classifications and their attributes are correctly interpreted. AdsML has to supply the framework for the setting of such exchanges.

3.3.5 Content-sharing

Technological advance and the growth of the Internet have magnified the scope and complexity of advertising content syndication and reuse. Greater numbers of companies are likely to be involved in the ad process, for example as agents or intermediaries for ad placements. To conform to the individual requirements of the media in which ads are published, advertising content will be reused, possibly redesigned to meet the requirements of the advertising media in which it is being published. AdsML will support such content syndication and reuse by providing sufficient metadata to describe advertising content and to enable that content to be syndicated within a single company or with other companies.

3.3.6 Facilitation of notification services

3.3.6.1   For the Advertiser or Agency

We all know that communication stops at the moment that the phone isn't taken, the fax not found, and the e-mail lost… AdsML will provide notification services to facilitate automatic notification of an ad as it moves through the lifecycle – from first placement, reservation, payment, reception, to its final publication and response. The result of these services is to enable provision of a fully automated response system that reduces administrative overhead, provides the capability to track the status of an ad, and reduces staff time spent on routine administration, improving productivity, throughput, and the time available for key areas such as problem solving and managing and improving customer relations.

3.3.6.2   For the ad consumer

(Note: out of scope for AdsML Version 1.0)

Searching for ads, whether on the Internet or a paper, is a time-consuming job. AdsML will enable the ad consumer to describe the products and services in which they are interested and the means (e.g. by means of SMS, e-mail, MMS) by which they want to be notified should an ad for a product or service they are seeking appear. As a result the ad

consumer will be notified whenever one of "their" products is advertised. Ad publishers would offer such consumer notification as a service that can be requested by ad consumers.

By offering the provision of such services to an ad consumer you create an asset for advertisers and extra value for the advertiser and ad consumer. Information about the numbers of potential consumers and the particular products that those consumers are interested will enhance the market data available to advertisers and ad publishers as they target ads and make advertising decisions.

3.3.7 Provide feedback to advertisers about responses to ads

Advertisement's exploitation through new services such as the Web, SMS, etc. has created different needs in terms of evaluation of an ad's impact and the control of its publication. AdsML must provide a means allowing the description of information related to the visibility of the ads published through various vectors according to the context of use and the distribution in time. It will provide a means to channel end-user feedback (like blind box replies) back to advertiser.

3.3.8 The ability to provide structured sort and query to a finer level of detail than the ad classification scheme

Most classified advertisements have an inherent structure of much finer granularity than the classification scheme. The structure will in the main be category specific although some elements will be category independent. The structure attributes may be taken during entry or at a later stage and can be used to create sub-classifications dynamically, to assist multi-media searching of ad content, to improve product marketing or have a language-neutral representation. The structure and its contents will usually be a set of pre-defined attributes of which a number are required and others can be dependent on the publisher. An example of such a pre-defined attribute would be the colour of a car or the number of rooms in a house for sale.

AdsML could be used to provide the necessary vocabulary to define the required structure, to make the structure available to those tools which will capture the attributes, and to deliver those attributes to the many systems, which will query or use them.

3.3.9 Management of booking changes and cancellations

During the lifecycle of an ad it must be possible to change a booking with respect to reserved space (size, appearance schedule, duration, time-slots etc.), with respect to content, with respect to its order data in whole or in part, and/or cancel its appearance completely. Changes or cancellations may result in an invoicing transaction based on whatever rules each organization has for such events.

3.3.10   Repurposing of display ads as part of web sites

Agencies and Publishers often receive display ads that are produced by an advertiser or by another agency. These ads are typically received as PDFs or as EPS files. In order to pass on such pre-produced display ads to a web site, their text and metadata has to be

extracted, structured and enriched for use on a web site. This process may be done manually via re-typing or to a certain degree accomplished by means of automatic or semi-automatic algorithmic approaches. AdsML can be used to transport both the display ad and the extracted content and metadata between stages in this process.

3.3.11   Invoicing and payment process

Whenever an ad has appeared, or in cases where pre-payment is a part of the process, the payment process has to be initiated and the Accounts Receivable System needs to be notified with data to populate an invoice including.