

Title: AdsML™ Technical Working Group Charter

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Status: Approved

Audience: Members of the AdsML Consortium and interested parties

Owner: AdsML Technical Working Group (technical.wg@adsml.org)

Abstract

This document is the Charter for the AdsML Technical Working Group, completed in accordance with AdsML Process Document.

<p>Name of Working Group: AdsML Technical Working Group</p>
<p>Chair of Working Group: Tony Stewart (Rivcom)</p>
<p>Vice-Chair of Working Group: Jay Cousins (Rivcom)</p>
<p>Participants (and roles, if appropriate): Wim Decaluwé (Ifra) Marcel Dumont (Rosetta) John Iobst (NAA) Joe Kirk (on behalf of Associated Mediabase) Harald Löffler (Ifra) Christian Ratenburg (CCI) Christian Rohrbach (Iware) John Simcox (PCS) Ulf Wingstedt (CNet on behalf of Ifra)</p>
<p>Mission: To develop AdsML version 1.0.</p> <p>It is anticipated that the group will continue to exist in order to maintain and develop further versions of AdsML as appropriate. A new Charter will be developed to support each such round of work.</p>
<p>Scope: AdsML version 1.0 will describe the AdsML XML envelope as an XML Schema supported by sample files and examples for developers. The envelope will allow for the inclusion of advertising content items in multiple formats and governed by multiple standards. It is part of the philosophy of AdsML to use existing standards as much as possible to deliver the required functionality.</p> <p>The overall workflow processes for advertising will be described and will be incorporated into AdsML, with particular attention given to advertising classes and media that have been prioritized for support by AdsML 1.0.</p> <p>A gap analysis will be performed comparing existing advertising-specific content and metadata standards to the prioritized workflow processes described above, as a result of which the Technical Working Group will issue guidelines and recommendations to implementers and standards development bodies for how to address these gaps.</p>

Deliverables:

The AdsML Scope Document
The AdsML Requirements Document

AdsML 1.0, consisting of:

- Schema Definition with examples
- Models and descriptions of relevant advertising business processes
- Guidelines, recommendations and requirements that address deficiencies and overlaps in the ability of existing content and metadata standards to represent the information that is required in an AdsML envelope
- A definition of AdsML Conformance

A glossary of defined terms

Milestones (with dates for completion):

Scope Document	12.03.2003
Requirements document	28.03.2003
AdsML 1.0 Working Draft	16.05.2003
AdsML 1.0 Last Call Working Draft	22.08.2003
AdsML 1.0 Proposed Specification	30.09.2003

Related standards and guidelines:

AdConnexion, Crest, SPACE/XML

Dependencies (if any):

Achievement of the above deliverables and milestones does not depend on completion of any other work (internal or external) which is currently in progress.

Lifecycle:

The Technical Working Group is intended to exist during the full lifecycle of the AdsML Consortium.

It is the responsibility of the Technical Working Group to develop and maintain the AdsML Specifications.

Meeting schedule:

The AdsML Technical Working Group will meet in person approximately every 4 to 6 weeks until the AdsML version 1.0 has been published. A remote (phone) conference is scheduled each week in between the in-person meetings in order to co-ordinate the work packages that have been assigned to WG members individually.