AdsML® Framework for E-Commerce Business Standards for Advertising

Advertising Component Interactions Analysis

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1 AdsML Standard Documentation

1.1 Document status and copyright

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1.4   Document Number and Location

This document, Document Number AdsML3.5-AdvertisingComponentInteractions-AS-1, is freely available from the AdsML website at http://www.adsml.org/.

1.5   Abstract

This document defines the business processes and business messages that comprise the AdsML Framework.

1.6   Audience

The intended audience for this document is primarily user and vendor organizations who seek to implement the AdsML Framework in their workflows, advertising systems, or software products. Those assessing the conformance of vendor products to the AdsML Framework may also use the document.

Comments on this specification should be addressed to the AdsML Consortium and to the Technical Working Group of the AdsML Consortium (technical.wg@adsml.org).

1.7   Purpose of this document

This document describes the high-level interactions that occur between components of the advertising lifecycle, and in doing so, identifies and names the information objects and messages that commonly flow between these components. This information is needed by developers who wish to implement an AdsML compliant message processing system, and by businesspersons who are charged with negotiating a trading partner agreement.

1.8   Accompanying documents

This document is part of the AdsML Framework, which contains a suite of related documents. Readers of this document are assumed to be familiar with the full range of relevant AdsML documentation. A description of the entire document set can be found in the *ReadMeFirst* html file associated with this release of the Framework.

1.9 Change History

Version	Date	Changes	Editor
3.5 AS-1	15 April 2010	First Approved Specification in this Framework; previous change history removed.	JJK
3.0 AS-1	30 May 2008	First Approved Specification in this Framework; previous change history removed.	TS

1.10 Acknowledgements

This document is a product of the AdsML Technical Working Group.

Primary authorship and editing was performed by:

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Acknowledgements and thanks to other contributors for additional input to this document are listed in Appendix A: Acknowledgement for contributions to this document.

2 Component Interactions

2.1 Overview

The purpose of the AdsML component interaction 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.

2.2   Actors and roles in the process diagrams

Role	May take on the role	Description
Advertiser	Any company	Wants to communicate a message to a target group through advertising campaigns. One way to carry out a campaign is to buy space or time either through media agencies or directly from a publisher or broadcaster.
Buyer of advertising	Media agency, Ad space selling company, Advertiser, Ad agency	Buys advertising space or time from the publisher or broadcaster on their own behalf, on a client's behalf or speculatively for future re-sale.
Seller of advertising	Publisher, Broadcaster, Ad space selling company, E-commerce service for advertising	Sells their own or someone else's advertising space or time.
Invoicer for advertising	Publisher, Broadcaster, Ad space selling company, E-commerce service for advertising	Generates an invoice for advertising space or time. Is often the same party as the seller of advertising.
Payer for advertising	(same parties as Buyer of Advertising)	Pays for the production or publication of an advertisement. May be the same party as the buyer of advertising.
Designer of ad material	Ad Agency, Advertiser, Newspaper, Production House	Provides the design of the advertisement content according to the advertiser's guidelines.
Producer of ad material	Repro house, Ad agency, Advertiser (Newspaper), Production House	Produces the advertisement content in part or in total according to the advertiser's guidelines and the publisher or broadcaster's technical specifications and sends the content to the publisher or broadcaster.

Role	May take on the role	Description
Deliverer of ad material	Courier, Electronic ad material delivery service, Direct connection to newspaper or Broadcaster	Provides delivery services for companies that need to send advertisement content to publishers or broadcasters. Electronic delivery has replaced or started to replace the traditional courier services.
Orderer of ad material	Ad Agency, Advertiser, Publisher, Production House,	Orders the delivery of ad material. Used in the Delivery Order context.
Publisher	Newspaper, Web domain owner, Broadcaster	Communicates the characteristics of its medium as an advertising medium to ad space buyers. Sells ad space, sets specifications for the advertising materials, receives and publishes the ads. Creates the schedule or publishing plan and assigns advertisements to slots or spaces.
Financial organization	Bank, Credit agency	Gives information about credit status or standing. Makes payment on behalf of one of the other parties.

2.3   Types of messages

An AdsML message represents an exchange between two parties in the advertising business chain. These can be of two kinds: business-significant messages and administrative responses. Administrative responses include both routine "handshake" messages, and also the reporting of any technical errors that may have occurred.

The *Advertising Component Interactions Analysis* discusses the business-significant messages which comprise the advertising workflow. For rules and guidelines about when and how to send administrative responses and error messages, please refer to *E-Commerce Usage Rules & Guidelines*.

2.4   Interactions

The interactions are described and illustrated as a process diagram, a list of messages and a tabular description of each of the main processes. The messages are collected into a series of groups where each group has a common focus/theme. The identity of the messages consists of a two part short name, the first part represents the group identity and the second the unique identity within the group. Within the diagrams the initiating and final process of each message is shown.

2.4.1 Symbols used
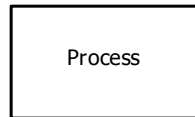
| Process | Initiating and final processes for each message. |

 Flow

AdsML supported data flows are marked as heavy lines with a business object name and short text.

 Flow

Non supported data flows.

2.4.2 Section statuses

The majority of this document consists of analyses of the different "lifecycle stages" of the advertising workflow. When this document was first published, each lifecycle stage had received the same degree of attention and analysis.

In the years since then the AdsML Technical Working Group has spent significant time and effort designing message standards for some, but not all, of the lifecycle stages. During this process the workflow analyses for those lifecycles were revisited and retested, and updated to reflect the lessons learned.

Each section of this document now begins with a "Status of this section" note which explains the degree of development and testing that section has received, and as a result, the level of confidence that the AdsML Technical Working Group has in the robustness and stability of that section.

3 The advertising process

3.1 Overview

The AdsML business process model is organized according to major phases of the advertising life cycle:
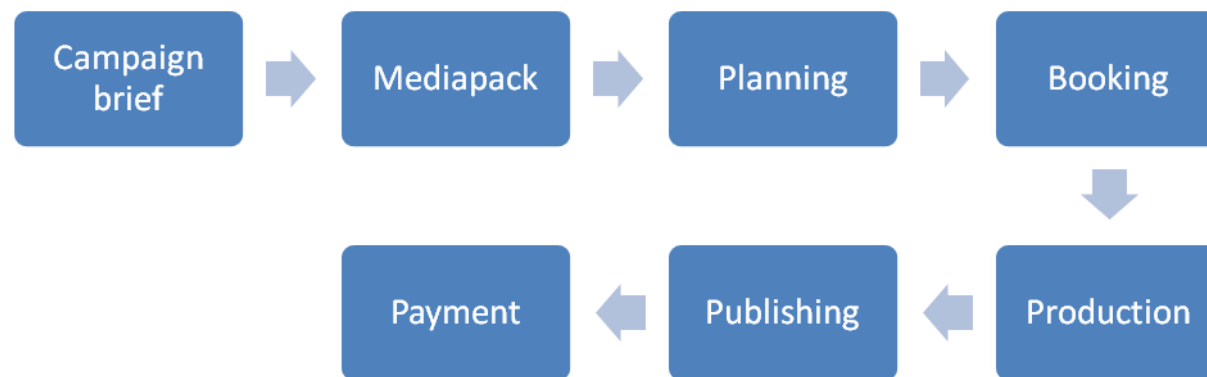
- *Campaign brief* - Advertisers and Media Agencies publish their need for advertisement space
- *Media Pack* - Publishers and space selling companies can describe their advertising offers, including technical specifications and rate cards
- *Planning* - Quotations and Reservations, Production planning
- *Booking* - New confirmed orders, changes and cancellations
- *Production* - Content production and materials management
- *Publishing* - Ad placement, publication and performance monitoring, proof of publication
- *Payment* - Invoicing and statements, payment notifications.

In every one of the identified phases, AdsML provides a generic workflow model where each information exchange is identified, named and described. This document has a section for each workflow and each section consists of message flows and descriptions.

3.2   Lifecycle context: 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 scale of the advertising requirements and may include the target audience profile, the timescale, the media to be used and the budget available.

3.2.1   Status of this section

The message formats in this section have not been developed. This analysis is subject to change.

3.2.2   Campaign brief
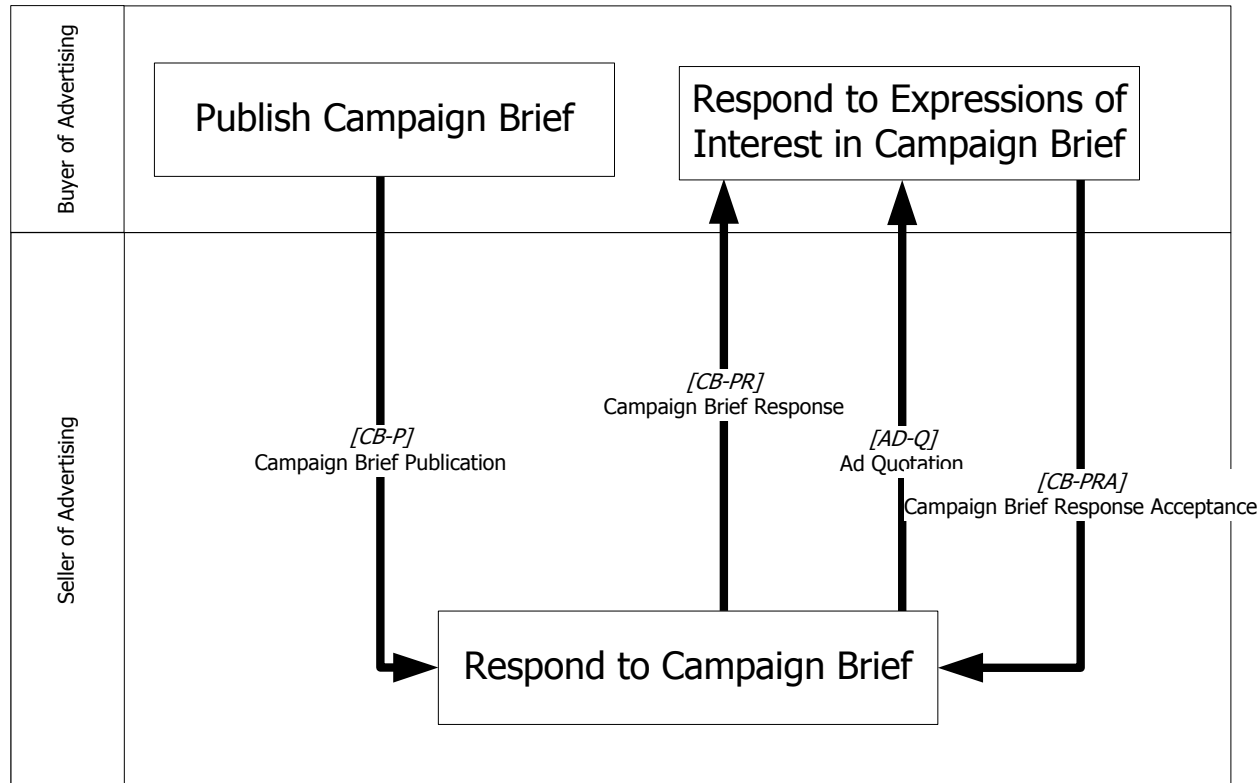
3.2.2.1 Publish Campaign Brief

Process:	Publish campaign brief
Actor:	Buyer of advertising
Trigger:	Internal business processes (initiation of a campaign)
Purpose:	Advise sellers of advertising of an impending campaign with potential for the sale of advertising.
Output:	CB-P (Campaign Brief Publication)

Other activities or outputs:	
Notes	This process is unusual in that the primary communication is one-way, intended to alert all potentially interested sellers to the upcoming campaign. Any responses to the campaign brief are handled in "Respond to Expressions of Interest in Campaign Brief", which is triggered when a particular seller expresses interest in the campaign. It is also possible for a Seller to issue a Campaign Brief.

3.2.2.2 Respond to Campaign Brief

Process:	Respond to campaign brief
Actor:	Seller of advertising
Trigger:	CB-P (Campaign Brief Publication)
Purpose:	Indicate whether or not the seller is interested in filling the needs of the buyer's campaign (i.e. selling advertising space or slots to the buyer) and any special business terms which they can offer.
Output:	• CB-PR (Campaign Brief Response) • AD-Q (Ad Quotation)
Other activities or outcomes:	

3.2.2.3 Respond to Expressions of Interest in Campaign Brief

Process:	Respond to expressions of interest in campaign brief
Actor:	Buyer of advertising
Trigger:	• CB-PR (Campaign Brief Response) • AD-Q (Ad Quotation)
Purpose:	Respond to the seller of advertising's expression of interest.
Output:	CB-PRA (Campaign Brief Response Acceptance)
Other activities or outputs:	

Notes	Ultimately, a successful campaign brief dialog will lead to the placement of one or more ad orders.

3.3 Lifecycle context: Media Pack

The provision of essential marketing and supporting information by a publisher to potential advertisers (or others acting on behalf of an advertiser) on request. The media pack includes information about: circulation and reach figures of the advertising media offered, demographic statistics of the advertising medium'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, delivery mechanisms, etc.).

The media pack consists of a collection of data, some of which may be short lived – packages or deadlines, for example – and others of which may have continued unchanged over many years. Furthermore, some of the pricing details may be specific to individual customers or groups of customers.

Different parts of the media pack will be of interest to different actors and processed by different types of systems, and for that reason the workflows were revised at the start of 2009 and the previous single message MP-M split into two, MP-T and MP-P:

- MP-T contains specifications and information mainly of interest to advertisement content providers and advertisement content deliverers. The contents are medium-specific.

- MP-P contains pricing and demographic information, which will be of interest to advertisement buyers. The contents may be medium agnostic.

- MP-M is now deprecated.

- MP-X is the withdrawal message for both Technical Specifications and Pricing and Demographics

3.3.1   Status of this section

The message formats in this section are currently being developed. This analysis is subject to change.

3.3.2 Media Pack (Deprecated)
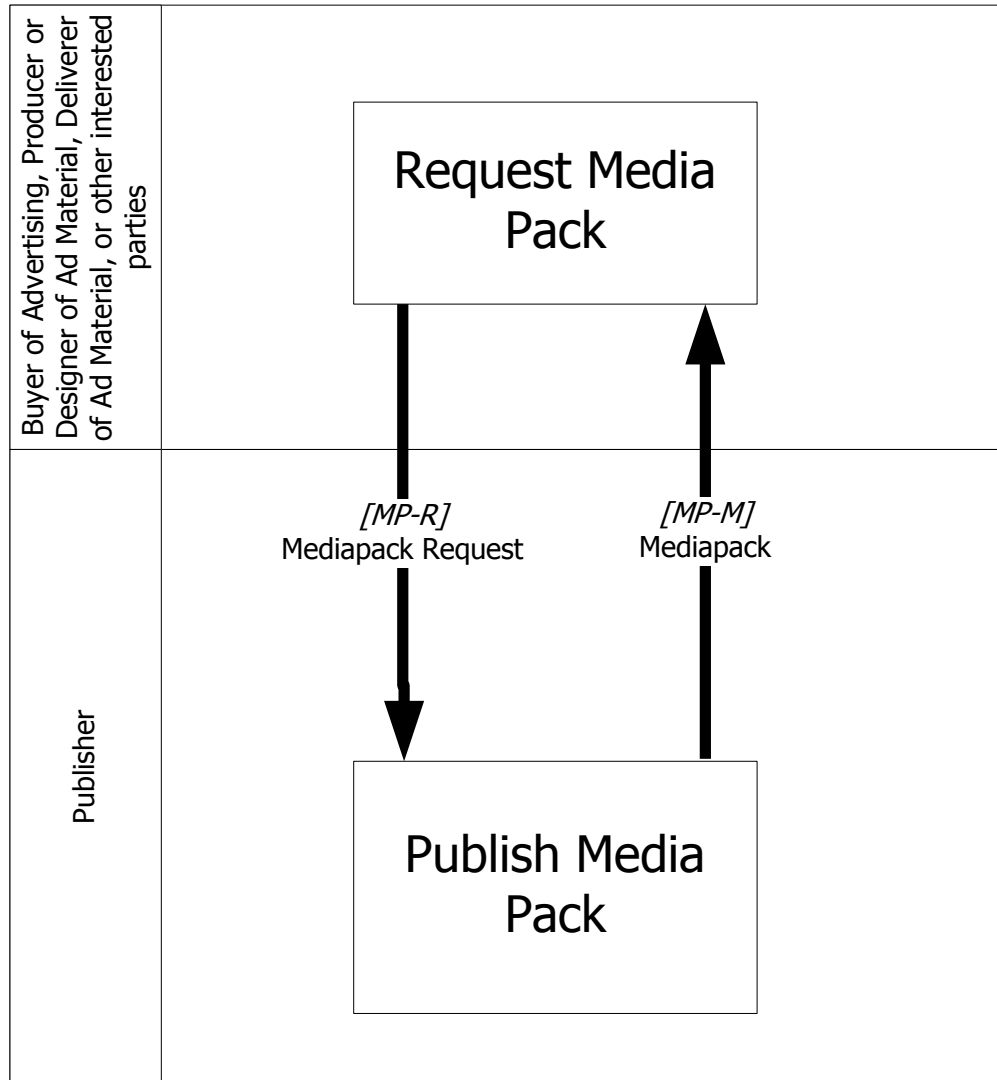
3.3.2.1 Request Media Pack (**Deprecated**)

3.3.2.2 Publish Media Pack (**Deprecated**)

3.3.3 Media Pack - Technical Specifications

Producer or Designer of Ad Material, Deliverer of Ad Material, or other interested parties

Request Media Pack - Technical Specification

[MP-TR]
Mediapack-TS Request

[MP-T]
Mediapack TS

[MP-X]
Mediapack Withdrawal

Publisher / Broadcaster

Publish Media Pack - Technical Specification
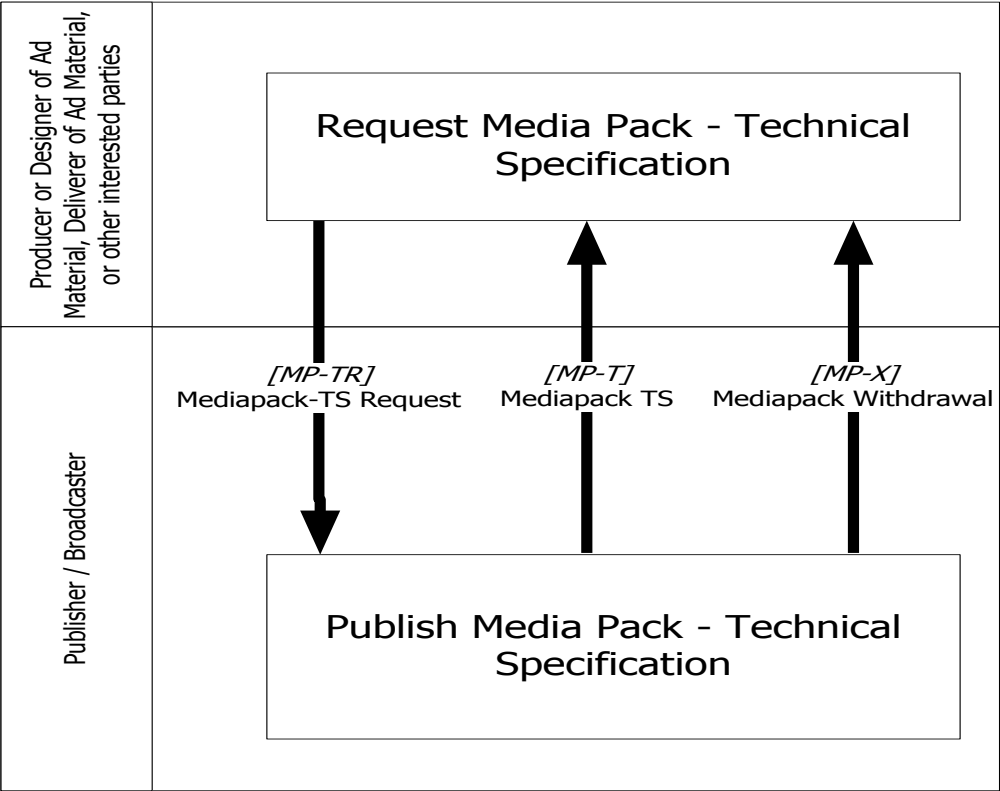
3.3.3.1 Request Media Pack - Technical Specifications

Process:	Request Media Pack - Technical Specification
Actor:	Producer or Designer of Ad Material or Deliverer of Ad Material or other interested parties.
Trigger:	Internal business processes
Purpose:	Request a publication or media outlet's technical specification.
Output:	MP-TR (Media Pack Technical Specification Request)
Other activities or outcomes:	-
Notes	Actor may be a third party that offers a service of validating the technical acceptability of advertising materials.

3.3.3.2 Publish Media Pack – Technical Specifications

Process:	Publish Media Pack - Technical Specification
Actor:	Publisher or broadcaster
Trigger:	MP-TR (Technical Specification Request) or An internal change in the existing technical specifications, leading to a need to communicate the revised version to all interested parties or Passage of time (for organizations that issue technical specifications at regular intervals)
Purpose:	Advise producers and deliverers of advertising and other interested parties of the new technical specifications for the publication(s) or broadcast(s).
Output:	• MP-T (Media Pack Technical Specification)
Other activities or outcomes:	-
Notes	A Technical Specification media pack can (and usually does) supersede a previously-issued media pack. The

	superseded media pack can be explicitly identified in the replacement media pack. There is no concept of a media pack "change" message; this is handled by publishing a replacement media pack that contains the changed information.

3.3.3.3 Withdraw Media Pack – Technical Specifications

Process:	Withdraw Media Pack - Technical Specification
Actor:	Publisher or broadcaster
Trigger:	An internal change in the existing technical specifications, leading to a need to communicate the withdrawal to all interested parties
Purpose:	Advise producers and deliverers of advertising and other interested parties that the technical specifications for the publication(s) or broadcast(s) have been withdrawn.
Output:	• MP-X (Media Pack Withdrawal)
Other activities or outcomes:	-
Notes	Note: The same message MP-X is used to withdraw both the Technical Specification and Pricing and Demographics.

3.3.4   Media Pack – Pricing and Demographics
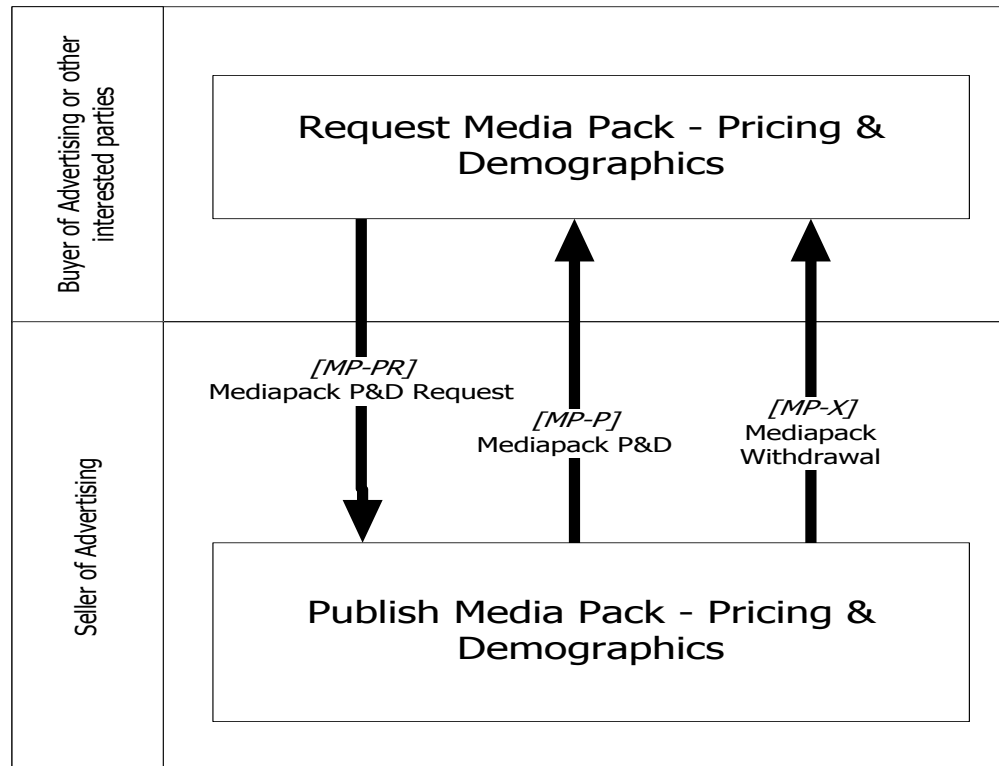
3.3.4.1 Request Media Pack - Pricing and Demographics

Process:	Request Media Pack - Pricing & Demographics
Actor:	Buyer of Advertising or other interested parties.
Trigger:	Internal business processes
Purpose:	Request a publication or media outlet's Media Pack pricing & demographics.
Output:	MP-PR (Media Pack Pricing & Demographics Request)
Other activities or	-

outcomes:	
Notes	Actor may be one who re-publishes rate data such as Standard Rate Data (SRD) in the US or BRAD (British Rate & Data) in the UK.

3.3.4.2 Publish Media Pack – Pricing and Demographics

Process:	Publish Media Pack Pricing & Demographics
Actor:	Publisher or broadcaster
Trigger:	MP-PR (Media Pack Pricing & Demographics Request) or An internal change in the existing media pack pricing and demographics, leading to a need to communicate the revised version to all interested parties or Passage of time (for organizations that issue media packs at pre-defined intervals)
Purpose:	Advise buyers of advertising and other interested parties of the new pricing and demographics of the publication or publisher.
Output:	• MP-P (Media Ppack Pricing & Demographics)
Other activities or outcomes:	-
Notes	The pricing and demographics may be specific to an individual customer or a group of customers. A Pricing and Demographics media pack can (and usually does) supersede a previously-issued media pack. The superseded media pack can be explicitly identified in the replacement media pack. There is no concept of a media pack "change" message; this is handled by publishing a replacement media pack that contains the changed information.

3.3.4.3 Withdraw Media Pack Pricing & Demographics

Process:	Withdraw Media Pack Pricing & Demographics
Actor:	Publisher or broadcaster
Trigger:	An internal change in the existing media pack pricing and demographics, leading to a need to withdraw a previously published media pack without issuing a replacement for it.
Purpose:	Advise buyers of advertising and other interested parties that a previously issued set of media pack pricing & demographics is no longer valid.
Output:	• MP-X (Media Ppack Withdrawal)
Other activities or outcomes:	-
Notes	A Media Pack Withdrawal message explicitly identifies a prior media pack that has now been withdrawn. The most common reason to withdraw a media pack is because it contained pricing offers that were specific to a particular customer and/or it related to a special set of publications/broadcasts that have come to an end. It is not common to withdraw a general media pack such as the publisher's standard price list; this would normally be superseded by a replacement media pack rather than withdrawn.

3.4   Lifecycle context: Planning

Planning as performed by buyers of advertising is the choosing of a medium and within that medium the selection of a title, station or site and within the title, station or site the determination of where and/or when and/or how they want their ads to be published or broadcast.

Planning as performed by publishers or broadcasters is the scheduling or arranging of the medium in which the advertisements will appear. Some media have a fixed amount of inventory they can sell – radio, TV or outdoor for example, some such as newspapers have a variable amount which can change according to the pagination of an issue and the publisher's policy on the proportion of advertising and some media have effectively got unlimited inventory – digital media for example. In addition to this planning publishers and broadcasters then have the task of allocating advertisements to the available spaces, slots or sites. Perversely, this process may sometimes be called planning.

The planning phase includes inventory and price enquiry exchanges. Inventory exchanges cover: availability of advertising space or slot, enquiry for a particular advertising slot, reservation of advertising space or slot, acknowledgement of the reservation. Pricing exchanges cover: initial price enquiry and the price response.

3.4.1   Status of this section

The Quotation and Reservation message formats have been developed and tested. Their analysis is considered to be extremely stable.

The Media Planning messages have not been developed, so those workflows are subject to change.

3.4.2 Media Planning

3.4.2.1 Overview

Media Planning Overview

Buyer of Advertising

| Media Planning | Ad Quotation | Ad Reservation |

[AI-E] Ad Inventory Enquiry
[AI-I] Ad Inventory
[AI-PP] Publication Plan
[AI-PL] Ad Placements
[AD-RFQ] Ad Quotation Request
[AD-Q] Ad Quotation
[AD-QSE] Ad Quotation Status Enquiry
[AD-QS] Ad Quotation Status
[AD-R] Ad Reservation

Seller of Advertising

Sell Advertising

[AI-E] Ad Inventory Enquiry
[AI-I] Ad Inventory
[AI-PP] Publication Plan
[AI-PL] Ad Placements
[AD-R] Ad Reservation

Publisher

Plan Publication

3.4.2.2 Plan advertising purchases

Process:	Media Planning
Actor:	Buyer of advertising
Trigger:	Internal business processes or Receipt of latest publication plan or available inventory
Purpose:	Decide which ad space, slot or site to purchase
Outputs:	• AI-E (Ad Inventory Enquiry)
Other activities or outcomes:	-
Notes:	This process is optional, and can be either reactive or proactive.

3.4.2.3 Ad Quotations

For details and additional information flows see 'Quotations' below.

3.4.2.4 Ad Reservations

For details and additional information flows see "Reservations", below.

3.4.2.5 Sell advertising

Process:	Sell Advertising
Actor:	Seller of advertising
Triggers:	Internal business processes or receipt from the buyer of: • AI-E (Ad Inventory Enquiry) • AD-R (Ad Reservation) or receipt from the publisher of new or changed: • AI-I (Ad Inventory) • AI-PP (Publication Plan)
Purpose:	Represent the publisher in communications with the ad

	buyer. Present the publisher's available inventory (including publication plans) to the buyer; solicit and accept reservations from the buyer and communicate them to the publisher.
Outputs:	• AI-I (Ad Inventory) • AI-PP (Publication Plan) • AI-E (Ad Inventory Enquiry) • AD-R (Ad Reservation)
Other activities or outcomes:	-
Notes:	This is an ongoing process that is shown here because of its intermediary role between the publisher's and advertiser's planning processes. See "Process Reservations" (below) and "Process Orders" (in the Booking Lifecycle section) for details of the order-taking information flows. The seller may be a department within the publisher's organization, or an external party that represents many publishers.

3.4.2.6 Plan Publication

Process:	Plan Publication
Actor:	Publisher
Trigger:	Internal business processes or • AI-E (Ad Inventory Enquiry) • AD-R (Ad Reservation) • AD-O (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 plans and available inventory. Service the publication process by providing the publication plan and advertising placements for that edition.
Outputs:	• AI-I (Ad Inventory) • AI-PP (Publication Plan) • AI-PL (Ad Placements)
Other activities or outcomes:	-
Notes:	Plan Publication receives AD-O (Ad Order) from Process Order, which is shown below.

3.4.3   Quotations
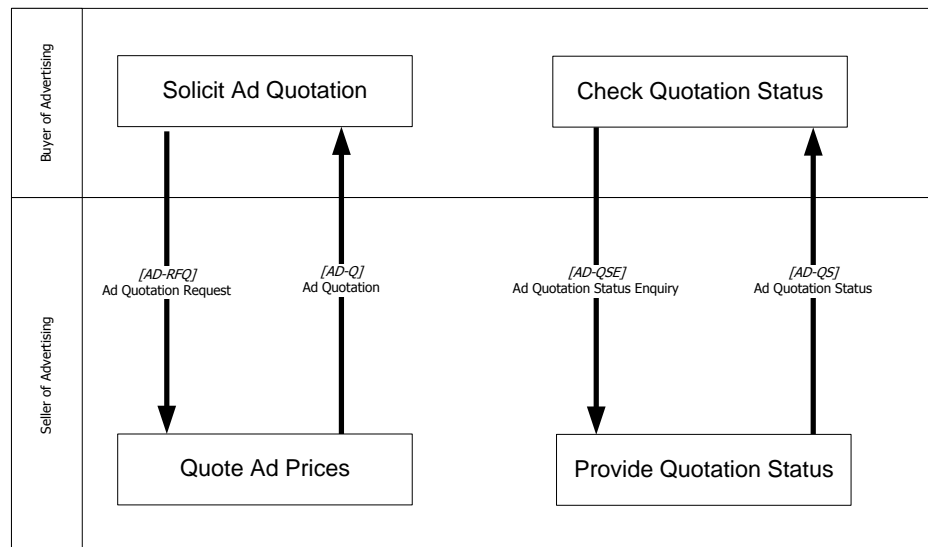
3.4.3.1 Solicit ad quotation

Process:	Solicit ad quotation
Actor:	Buyer of advertising
Trigger:	Internal business processes
Purpose:	Elicit a quotation for a potential advertisement, or check on the status of a previously-requested quotation.
Output	• AD-RFQ (Ad Quotation Request) • AD-QSE (Ad Quotation Status Request)
Desired outcome:	Receipt of AD-Q (Ad Quotation)
Other activities or outcomes:	Respond to request for more information

3.4.3.2 Quote ad prices

Process:	Quote ad prices
Actor:	Seller of advertising
Trigger:	• AD-RFQ (Ad Quotation Request)
Purpose:	Provide a quotation for a potential advertisement
Desired outcome	Quotation issued
Other outcomes	Refuse to quote if buyer is not acceptable for business reasons. This information would be contained in the Quotation message.
Output:	• AD-Q (Ad Quotation)
Responsive output:	• AD-QS (Ad Quotation Status)

3.4.3.3 Check Quotation Status

Process:	Check Quotation Status
Actor:	Buyer of advertising
Trigger:	Internal business processes
Purpose:	Ascertain the status of a previous quotation
Desired outcome	Quotation status, and ultimately, receipt of the desired Quotation

Output:	• AD-QSE (Quotation Status Enquiry)

3.4.3.4 Provide Quotation Status

Process:	Quote ad prices
Actor:	Seller of advertising
Trigger:	• AD-QSE (Ad Quotation Status Enquiry)
Purpose:	Respond to a status request about a quotation
Desired outcome	Quotation status
Other outcomes	
Output:	• AD-QS (Quotation Status)

3.4.4   Reservations
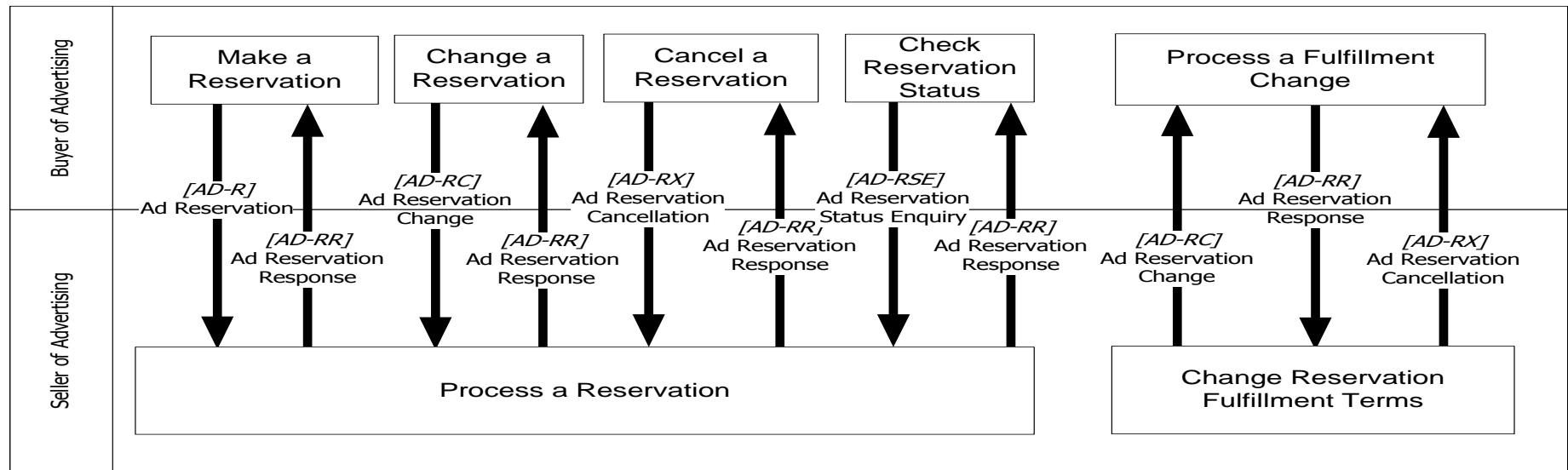
3.4.4.1 Primary relationships between reservations and publisher's data
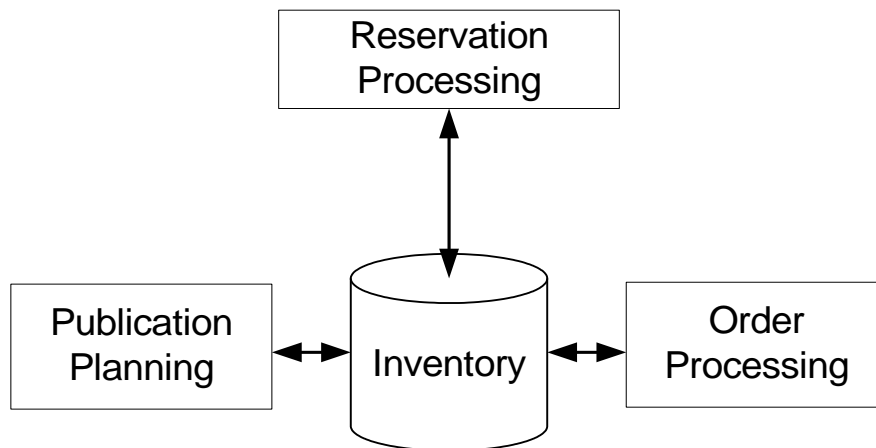
- Reservations update and are constrained by available inventory
- A change to available inventory can trigger a reservation fulfillment change
- A reservation will usually be referenced (and replaced) by an order
- Reservations have to be converted into firm orders before they can be published or broadcast
- A reservation which is not converted into a firm order expires according to local business rules

3.4.4.2 Make a reservation

Process:	Make a reservation
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Reserve ad space
Desired outcome:	Confirmed reservation
Outputs:	• AD-R (Ad Reservation)
Note:	An Ad Space Reservation must be supported by an Ad Order before it will be published or broadcast

3.4.4.3 Change a reservation

Process:	Change a Reservation
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Change a previously made reservation
Desired outcome:	Confirmed updated reservation
Outputs:	AD-RC (Ad Reservation Change)
Note:	

3.4.4.4 Cancel a reservation

Process:	Cancel a Reservation
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Cancel a previously made reservation
Desired outcome:	Confirmed cancelled reservation
Outputs:	AD-RX (Ad Reservation Cancellation)

| **Note:** | |

3.4.4.5 Check reservation status

Process:	Check reservation status
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Query the status of a previously requested reservation for which confirmation has not yet been received
Desired outcome:	Confirmed reservation
Outputs:	AD-RSE (Ad Reservation Status Enquiry)
Note:	

3.4.4.6 Process a reservation

Process:	Process a Reservation
Actor:	Seller of Advertising
Trigger:	• AD-R (Ad Reservation) • AD-RC (Ad Reservation Change) • AD-RX (Ad Reservation Cancellation) • AD-RSE (Ad Reservation Status Enquiry)
Purpose:	Respond to an advertising buyer's ad reservation, change, cancellation or status enquiry.
Desired outcome:	Mark ad space or time slot as reserved for the duration of the reservation.
Responsive outputs:	• AD-RR (Ad Reservation Response) • AD-RS (Ad Reservation Status)
Other activities or outcomes	Change the terms of an existing reservation (in the case of a change). Free up the ad space or time slot (in the case of a cancellation). Refuse to reserve (or to make a requested change), if space is unavailable or the booking is unacceptable for other business reasons. Respond to status requests.

Notes:	Each of the four types of incoming trigger messages normally results in a matching "response" message containing either confirmation that the buyer's request has been followed, a request for more information about the buyer's request, or a refusal to perform it (with an indication of the reason why it could not be honored).

3.4.4.7 Change reservation fulfillment terms

Process:	Change Reservation Fulfillment Terms
Actor:	Seller of Advertising
Trigger:	Internal business processes
Purpose:	Inform the buyer that the exact conditions of a previously confirmed reservation cannot be met and notify them of the alternatives.
Desired outcome:	Confirmed reservation acceptable to both parties.
Outputs:	• AD-RC (Ad Reservation Change) • AD-RX (Ad Reservation Cancellation or Expiry)
Other activities or outcomes	This dialog could result in a canceled reservation.
Note:	This situation applies when a reservation has previously been confirmed, but internal business requirements cause the seller to need to change the confirmed terms or to notify the buyer of advertising that the reservation has expired. In this case, in a reverse of the usual pattern, the seller sends an AD-RC or AD-RX message, to which the buyer responds with an AD-RR.

3.4.4.8 Process a fulfillment change

Process:	Process a Fulfillment Change
Actor:	Buyer of Advertising
Trigger:	• AD-RC (Ad Reservation Change) • AD-RX (Ad Reservation Cancellation or Expiry)
Purpose:	Respond to a seller's notice of a fulfillment change

Desired outcome:	Confirmed reservation acceptable to both parties
Responsive outputs:	AD-RR (Ad Reservation Response)
Other activities or outcomes:	Cancel the reservation because the changes are not acceptable to the buyer.
Note:	This is the same process that runs in response to an Ad Order Fulfillment Change.

3.5   Lifecycle context: Booking

The exchanges between an advertiser and a publisher resulting in a confirmed booking.

The booking phase includes exchanges for: order placement, order acknowledgement, changing or updating orders, and cancellations. A booking may be made as a result of a Campaign Brief agreement between the buyer and seller of advertising.

3.5.1   Status of this section

The message formats in this section have been developed and tested. This analysis is considered to be extremely stable.

3.5.2   Orders
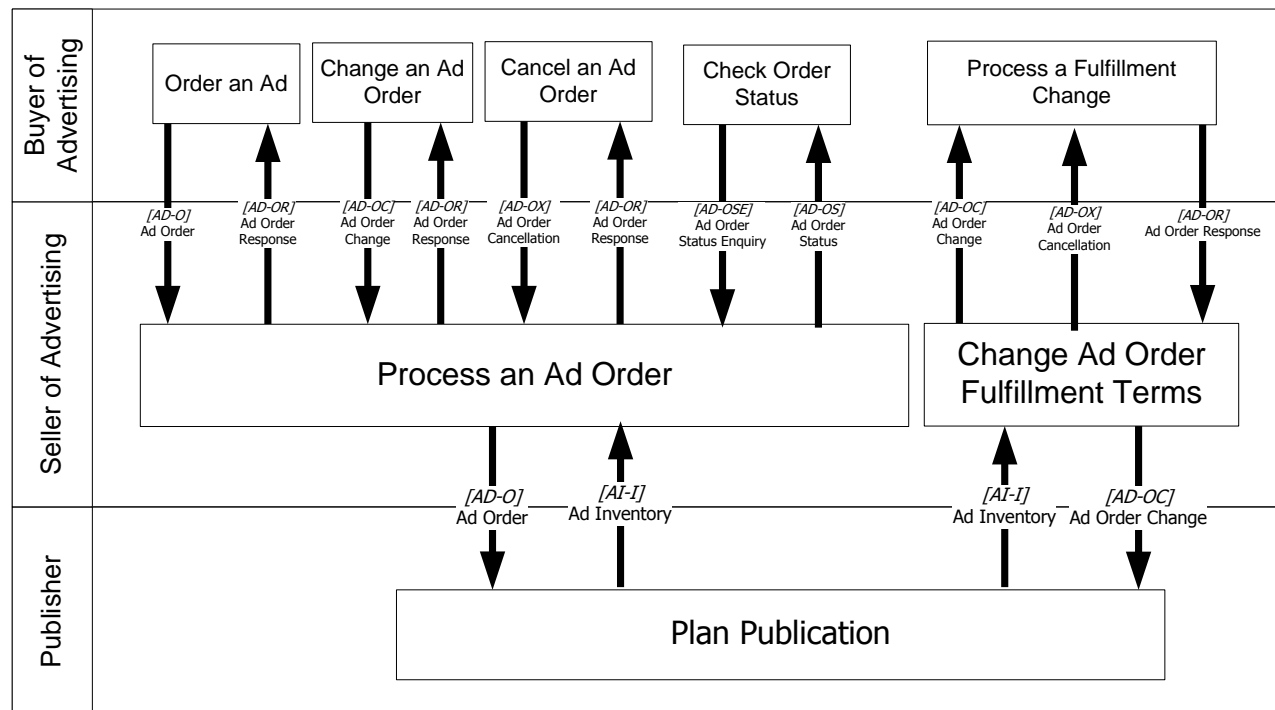
3.5.2.1 Primary relationships between orders and publisher's data
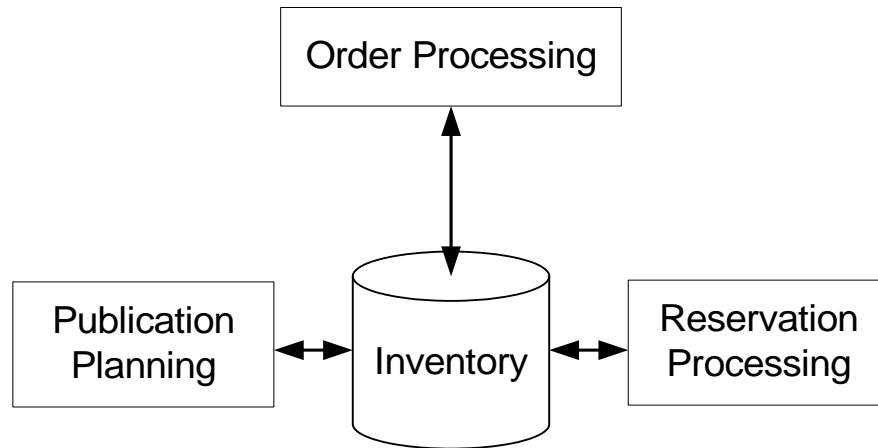
- Orders update and are constrained by available inventory
- A change to available inventory can trigger an order fulfillment change
- An order can reference (and replace) a previously made reservation
- An order (or a reservation) can reference a Campaign Brief agreement between the buyer and the seller of advertising

3.5.2.2 Order an Ad

Process:	Order an Ad
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Book advertising in a target media outlet.
Desired outcome:	Receive confirmation that seller has executed the booking
Outputs:	• AD-O (Ad Order) • FD-PY (Payment)
Notes:	An Ad Order sent via an agent or other intermediary could contain orders for one or more publishers that would later be separated into more than one specific ad order An Ad Order may reference an existing reservation and may be linked to a Campaign Brief agreement. An Ad

	Order may be accompanied by a payment.

3.5.2.3 Change an ad order

Process:	Change an Ad Order
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Change a previously confirmed order.
Desired outcome:	Receive confirmation that seller has executed the change
Outputs:	AD-OC (Ad Order Change)

3.5.2.4 Cancel an ad order

Process:	Cancel an Ad Order
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Cancel a previously confirmed order.
Desired outcome:	Receive confirmation that seller has executed the cancellation
Outputs:	AD-OX (Ad Order Cancellation)

3.5.2.5 Check order status

Process:	Check order status
Actor:	Buyer of Advertising
Trigger:	Internal business processes
Purpose:	Check the status of a previously requested order (or change or cancellation) that has not yet been confirmed.
Desired outcome:	Receive confirmation that seller has executed the order
Outputs:	AD-OSE (Ad Order Status Enquiry)

3.5.2.6 Process an ad order

Process:	Process an Ad Order
Actor:	Seller of Advertising
Trigger:	• AD-O (Ad Order)

	• AD-OC (Ad Order Change) • AD-OX (Ad Order Cancellation) • AD-OSE (Ad Order Status Enquiry)
Purpose:	Respond to an advertising buyer's ad order, change, cancellation or status enquiry.
Desired outcome:	Execute the buyer's request.
Other outcomes:	Request more information; refuse to accept order if no space available or it violates business rules; refuse to cancel if the cancellation request is received too late.
Responsive outputs:	• AD-OR (Ad Order Response) • AD-OS (Ad Order Status)
Other output:	An AM-DO (Ad Materials Delivery Order) message may be sent to parties involved in the production or delivery of ad materials to advise deliverers and other participants in the materials transmission workflow of the seller's "materials delivery expectations" regarding this order.
Notes	Each of the incoming trigger messages normally results in a matching "response" message containing either confirmation that the buyer's request has been followed, a request for more information about the buyer's request, or a refusal to perform it (with an indication of the reason why it could not be honored).

3.5.2.7 Change ad order fulfillment terms

Process:	Change Ad Order Fulfillment Terms
Actor:	Seller of Advertising
Trigger:	Internal business processes
Purpose:	Inform the buyer that the exact conditions of an order cannot be met and notify them of the alternatives.
Desired outcome:	Confirmed order acceptable to both parties
Outputs:	• AD-OC (Ad Order Change) • AD-OX (Ad Order Cancellation)
Other activities or outcomes	This dialog could result in a canceled order.

Other outputs:	• AD-OC (Ad Order Change) sent to publication planning. • AM-DO (Ad Materials Delivery Order) to update any previously-delivered materials delivery expectations.
Note:	This situation applies when an order has previously been confirmed, but internal business requirements cause the seller to need to change the confirmed terms.

3.5.2.8 Process a fulfillment change

Process:	Process a Fulfillment Change
Actor:	Buyer of Advertising
Trigger:	AD-OC (Ad Order Change)
Purpose:	Respond to a seller's notice of a fulfillment change
Desired outcome:	Confirmed order acceptable to both parties
Responsive output:	AD-OR (Ad Order Response)
Other activities or outcomes:	Cancel the order because the fulfillment changes are not acceptable to the buyer.
Note:	This is essentially the same process that runs in response to an Ad Reservation Fulfillment Change

3.5.2.9 Plan Publication

See "Publication Planning" in Lifecycle Context: Planning, above.

3.6 Lifecycle context: Production

The "Production" lifecycle spans the exchanges and workflow between advertiser, any other parties that may be involved (for example, the producer of the ad materials), and a publisher during the production of an advertisement and its lifecycle transition from design to published item. Production consists of two primary phases: *content production* and *content transmission*.

- o *Content production* covers the creation of publishable advertising materials, including: 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.
- o *Content transmission* covers delivery of the advertising materials to the organizations that will publish them, 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 material chasing to acquire required content (for example, content that is missing or invalid).

Note that the Production phase occurs after (and does not include) the creative phase in which the advertiser and its agency develop a concept and create a design based on that concept.

3.6.1   Status of this section

Almost all of the Content Transmission message formats have been developed and tested, so those workflows are considered to be extremely stable.

The Content Production messages have not been tested, so those workflows are subject to change.

3.6.2   Production Overview

This diagram shows the primary AdsML information flows between the processes involved in producing and distributing advertising materials. More detailed, drill-in views are then provided for the Content Production and Content Transmission sub-phases of this lifecycle.

Production

Buyer of Advertising

Order Materials	Provide Components*	Approve Materials

[AP-PO] Production Order   *[AM-PT]* Component   *[AM-M]* Ad Material   *[AM-MA]* Material Approval

Producer of Ad Material

Produce Materials	Provide Materials*

[AM-DO] Delivery Order   *[AM-M]* Ad Material

Deliverer of Ad Material

Deliver Materials   *[AM-CS]* Ad Material Chase Copy

[AM-M] Ad Material

Publisher

Receive Materials	Chase Materials

3.6.3   Content Production

Note: Components can also be provided by the original producer of the requested component, another publisher who has previously published it, etc.

3.6.3.1 Order materials

Process:	Order Materials
Actor:	Buyer of Ad Material
Trigger:	Internal business processes
Purpose:	Order the production of an advertisement

Desired outcome:	Confirmation that acceptable order has been received
Output:	• AP-PO (Ad Production Order)

3.6.3.2 Change production order

Process:	Change Production Order
Actor:	Buyer of Ad Material
Trigger:	Internal business processes
Purpose:	Change a previous Ad Production Order
Desired outcome:	Confirmation received that order has been changed
Output:	• AP-POC (Ad Production Order Change)

3.6.3.3 Cancel production order

Process:	Cancel Production Order
Actor:	Buyer of Ad Material
Trigger:	Internal business processes
Purpose:	Cancel a previous Ad Production Order
Desired outcome:	Confirmation received that order has been cancelled
Output:	• AP-POX (Ad Production Order Cancellation)

3.6.3.4 Check production order status

Process:	Check Production Order Status
Actor:	Buyer of Ad Material
Trigger:	Internal business processes
Purpose:	Enquire about the status of an open production order
Desired outcome:	Confirmation the order is being processed
Output:	• AP-POSE (Ad Production Order Status Enquiry)

3.6.3.5 Provide ad components

Process:	Provide Ad Components
Actor:	Buyer of Ad Material
Trigger:	Internal business processes (if components are sent at the time the production order is placed)

	or AM-PTE (Ad Component Enquiry)
Purpose:	Ensure that the producer of the ad has all the required components; respond to requests for missing components.
Output:	• AM-PT (Ad Material Component)
Responsive output:	• AM-PTER (Ad Component Enquiry Response)
Other activities or outcomes:	Inform the requester where the component can be found (e.g. at another production house, a publisher, etc.)
Note:	This can be either a proactive or reactive process. A Response is only provided if this process is triggered by the receipt of a Request.

3.6.3.6 Approve materials

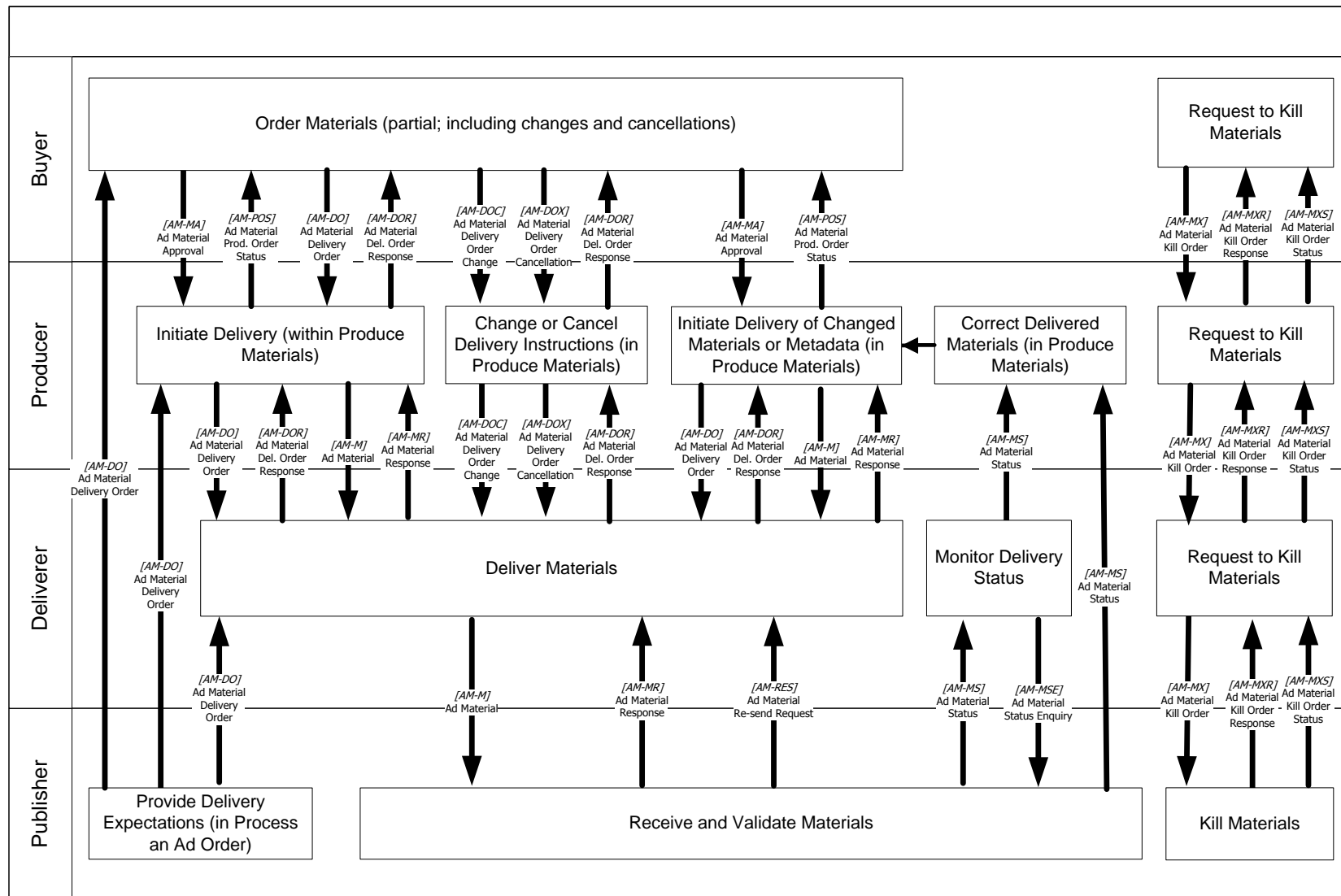|	
Process:	Approve Materials
Actor:	Buyer of Ad Material
Trigger:	• AM-RF (Ad Material Request for Approval) or Internal business rules leading to generation of a Request for Proof
Purpose:	Review the advertising materials in order to ensure their conformance to requirements
Output:	• AM-MA (Ad Material Approval)
Other activities or outputs:	Buyer may initiate this interaction based on internal business processes (such as an approaching deadline) by issuing an: • AM-RP (Ad Material Request for Proof)
Notes	This process can be initiated by either the buyer or the producer. Approval may be qualified by required changes.

3.6.3.7 Produce materials

Process:	Produce Materials
Actor:	Producer of Ad Material
Triggers:	• AP-PO (Ad Material Production Order)
Purpose:	Produce the ad materials that have been ordered by the buyer, responding to any requested changes along the way.
Desired outcome:	Buyer's approval of the ad materials
Other triggering inputs	• AP-POC (Ad Material Production Order Change) • AP-POX (Ad Material Production Order Cancellation) • AP-POSE (Ad Material Production Order Status Enquiry) • AM-RP (Ad Material Request for Proof)
Other outputs:	• AM-PTE (Ad Component Enquiry) • AM-RF (Ad Material Request for Approval) • AM-M (Ad Material) • AM-DO (Ad Material Delivery Order)
Responsive outputs:	• AM-POR (Production Order Response) • AM-POS (Production Order Status)
Notes	In many cases ad materials can be transmitted to the Deliverer using either an AM-M (Ad Materials) or an AM-DO (Delivery Order) message. However, it is **recommended** that an AM-DO always be used when conveying delivery information or materials to a Deliverer, and an AM-DO **must** be used if a single set of ad materials is to be delivered to multiple recipients, or if the delivery instructions are not accompanied by new ad materials (i.e. they merely convey delivery expectations, or they tell the deliverer to use existing ad materials that are already in its possession). The process contains two implied sub-processes that generate some of the AdsML messages shown above: • Request Missing Components (ensure that all

	components required to fulfill the production order are present) • Request Approval of Completed Materials (obtain the approval of the buyer that the materials are now ready for publication) A third sub-process, Ensure Published Quality, is described in the next section.

3.6.4   Content Transmission

Note: In many environments the Deliverer either is not a separate organization or does not play the full role described here. Similarly, the Producer may be in the same organization as the Buyer.

3.6.4.1 Provide delivery expectations

Process:	Provide Delivery Expectations (sub-process of "Process an Ad Order")
Actor:	Publisher
Trigger:	Acceptance of an order
Purpose:	Provide information derived from a Placement to the organizations that are expected to create or deliver the ad materials for that Placement, so as to improve the likelihood that those materials will be prepared and labeled properly and then delivered on time and by an acceptable mechanism.
Outputs:	• AM-DO (Ad Material Delivery Order) • AM-DOC (Ad Material Delivery Order Change) (not shown) • AM-DOX (Ad Material Delivery Order Cancellation) (not shown)
Notes:	This function may also be performed by the Seller of Advertising or the Buyer of Advertising. An AM-DO message containing materials delivery expectations may be sent to any party which the Publisher believes will be involved in or control the production or delivery of the materials. The recipient of an AM-DO that contains materials delivery expectations is not expected to send a business-level response. If changes occur after the original AM-DO message has been sent, the publisher (or its agent) can send an AM-DOC or AM-DOX message reflecting that change or cancellation.

3.6.4.2 Order materials (partial; including changes and cancellations)

See the descriptions of the sub-processes of "Order materials" under Content Production, above, for a more complete description of this activity.

Notes:

- Only those messages which directly relate to material transmission activities are shown in this diagram.

- Initial delivery instructions are usually conveyed from the Buyer to the Producer as part of the Production Order, which is not shown in this diagram.

- Changes to delivery instructions might be conveyed from Buyer to Producer in either Production Order change messages, or in Delivery Instructions change messages as shown here.

- Followup messages from the Producer to the Buyer regarding the materials that have been produced are contained in one or more optional AM-POS messages, one of which is shown here.

3.6.4.3 Initiate delivery

Process:	Initiate Delivery (sub-process of "Produce Materials")
Actor:	Producer of Ad Material
Trigger:	Completion of ad material and optionally: • AM-MA (Ad Material Approval) received from Buyer
Purpose:	Transfer completed ad material to the Deliverer of Ad Material and notify Buyer of Advertising of the completion of the work
Outputs to Deliverer:	• AM-M (Ad Material) • AM-DO (Ad Material Delivery Order)
Output to Buyer:	AM-POS (Ad Material Production Order Status)
Responses from Deliverer:	• AM-MR (Ad Material Response) • AM-DOR (Ad Material Delivery Order Response)
Other Actions or Outcomes:	Deliverer may refuse to accept the materials, in which case deliverer's refusal will be conveyed to the publisher in the AM-DOR or AM-MR message. Depending on the

	reasons for the refusal, this may cause the producer to rework and resend the materials or take other actions.
Notes:	In many cases ad materials can be transmitted to the Deliverer using either an AM-M (Ad Materials) or an AM-DO (Delivery Order) message. However, it is **recommended** that an AM-DO always be used when conveying delivery information or materials to a Deliverer, and an AM-DO **must** be used if a single set of ad materials is to be delivered to multiple recipients, or if the delivery instructions are not accompanied by new ad materials (i.e. they merely convey delivery expectations, or they tell the deliverer to use existing ad materials that are already in its possession). Delivery initiation could also be performed by the buyer itself or some other agent acting on behalf of the buyer. The Deliverer is not necessarily in a separate organization from the Producer.

3.6.4.4 Change or cancel delivery instructions

Process:	Change or Cancel Delivery Instructions (sub-process of "Produce Materials")
Actor:	Producer of Ad Material
Trigger:	Receipt of delivery instructions change or cancellation from the Buyer, receipt of revised AM-DO from the Publisher, or internal business activities.
Purpose:	Provide Deliverer with the changed delivery instructions
Outputs to Deliverer:	• AM-DOC (Ad Material Delivery Order Change) • AM-DOX (Ad Material Delivery Order Cancellation)
Response to Buyer:	• AM-DOR (Ad Material Delivery Order Response)
Other Actions or	Deliverer may refuse to accept the changed or cancelled

Outcomes:	instructions.
Notes:	An AM-DOC message may only be used to deliver changed *metadata* about a delivery order transaction that is already in process. If the materials themselves have changed, the Producer of Ad Materials should cancel the previous delivery order using an AM-DOX message, and initiate a new delivery order using another AM-DO message.

3.6.4.5 Initiate delivery of changed materials

Process:	Initiate Delivery of Changed Materials (sub-process of "Produce Materials")
Actor:	Producer of Ad Material
Trigger:	Completion of revised ad material or correction of a mistake in the original ad materials metadata. Optionally, receipt of Buyer's approval of the changed materials.
Purpose:	Transfer changed ad material to the Deliverer of Ad Material, and notify Buyer of the updated status.
Outputs:	- AM-DO (Ad Material Delivery Order) - AM-POS (Ad Material Production Order Status) to Buyer - AM-M (Ad Material)
Response from Deliverer:	- AM-DOR (Ad Material Delivery Order Response) - AM-MR (Ad Material Response)
Other Actions or Outcomes:	Deliverer may refuse to accept the materials.
Notes:	Delivery of changed materials constitutes a new delivery transaction and therefore uses an AM-DO message rather than an AM-DOC. AM-DOC is reserved for delivery of changed *metadata* about an ongoing transaction.

3.6.4.6 Correct delivered materials

Process:	Correct Delivered Materials (sub-process of "Produce Materials")
Actor:	Producer of Ad Material
Trigger:	Receipt of AM-MS message from either the Deliverer or the Publisher indicating a problem with the existing materials.
Purpose:	Correct any problems in existing ad materials or related metadata and arrange for replacement materials to be sent to the publisher.
Outputs:	Provide revised materials to the "Initiate Delivery of Changed Materials" sub-process.
Notes:	Producer may also send an AM-MS status enquiry message directly to the Publisher (not shown). The AM-MS message sent by the Publisher to the Producer is the only valid way for the publisher to communicate information about the materials to any parties other than the one that provided the materials to the publisher. The Publisher may not send an AM-MR message to the Producer, because an AM-MR is a Response message that should only be sent in response to an AM-M message. An AM-MS, however, is a Status message that may be sent to any interested party.

3.6.4.7 Deliver materials

Process:	Deliver Materials
Actor:	Deliverer of Ad Material
Trigger:	• AM-DO (Ad Material Delivery Order) • AM-DOC (Ad Material Delivery Order Change) • AM-M (Ad Material)
Purpose:	Deliver new or changed ad materials to one or more publishers on behalf of the ad buyer. Optionally, first validate the incoming ad materials to ensure that they

	conform to the intended publisher's technical and business requirements.
Outputs:	• AM-M (Ad Material) • AM-MC (Ad Material Change)(Deprecated)
Responsive outputs:	• AM-MR (Ad Material Response) • AM-DOR (Ad Material Delivery Order Response)
Other inputs:	• AM-DOX (Ad Material Delivery Order Cancellation)
Other activities or outcomes:	Delivery of new ad materials should always use an AM-M message. Deliverer may refuse to accept materials for technical or business reasons (either its own reasons or following validation on behalf of an intended publisher), in which case this information is part of the responses. Publisher may refuse to accept delivery, in which case this information will be conveyed to the producer in the AM-MS message sent by deliverer's "Monitor Delivery Status" process.
Notes:	

3.6.4.8 Monitor delivery status

Process:	Monitor Delivery Status
Actor:	Deliverer of Ad Material
Triggers:	Receipt of a publisher's status message indicating a problem with the delivered materials, and/or elapsed time following delivery of materials to the publisher without having received a suitable response.
Purpose:	Ensure that materials were properly delivered, and convey any necessary status information to the Producer.
Outputs:	• AM-MS (Ad Material Status) to Producer • AM-MSE (Ad Material Status Enquiry) to Publisher
Notes:	This process can also be triggered by information in the AM-MR message which the publisher sends to the deliverer in response to the initial delivery.

3.6.4.9 Receive and validate materials

Process:	Receive and Validate Materials
Actor:	Publisher/Broadcaster
Trigger:	• AM-M (Ad Material) • AM-MC (Ad Material Change)(Deprecated)
Purpose:	Receive and validate ad material, and notify Deliverer (and, if possible, the Producer) of any problems. Secondarily, respond to status enquiries about the materials.
Outputs:	• AM-MR (Ad Material Response) • AM-MS (Ad Material Status)
Other outcomes:	Publisher may refuse to accept materials for technical or business reasons, in which case this information is part of either the Response or Status messages. The problems may not be discovered until some time after the materials have been received. If problems are found with the materials, publisher may send an AM-MS message about those problems directly to the producer, either instead of or in addition to any messages sent to the Deliverer.
Notes:	Initial response to the deliverer is always a single AM-MR message which should be sent promptly in response to the incoming AM-M message. All subsequent messages to the deliverer about the previously-delivered materials, or any information sent directly to the Producer about those materials, are conveyed in AM-MS status update messages. Producer may also send AM-MSE status enquiries directly to the publisher (not shown).

3.6.4.10 Request to kill materials

Process:	Request to Kill Materials

| Actor:	Producer of Ad Material, Deliverer of Ad Material or Buyer of Ad Material.
Trigger:	Notification or realization that previously delivered ad materials should be destroyed.
Purpose:	Inform holder(s) of ad materials that the materials should be destroyed.
Output:	• AM-MX (Ad Material Kill Order)
Responses received:	• AM-MXR (Ad Material Kill Order Response) • AM-MXS (Ad Material Kill Order Status)
Desired outcome:	Response indicating that the request has been accepted.
Note:	This message may also be sent to the Deliverer. Requester may also send an AM-MXSE status enquiry (not shown).

3.6.4.11   Kill materials

Process:	Kill Materials
Actor:	Publisher
Triggers:	• AM-MX (Ad Material Kill Order)
Purpose:	Destroy materials as requested, and notify requester of the outcome.
Responses:	• AM-MXR (Ad Material Kill Order Response) to signify receipt of the order • AM-MXS (Ad Material Kill Order Status) for subsequent confirmation
Notes:	Requester may also send an AM-MXSE status enquiry (not shown).

3.6.4.12   Provide Delivery Order Status

Process:	Provide Delivery Order Status
Actor:	Deliverer
Triggers:	• AM-DOSE (Ad Material Delivery Order Status Enquiry) • Spontaneous update

Purpose:	Publish the status of a Delivery Order.
Output:	• AM-DOS (Ad Material Delivery Order Status)
Notes:	

3.6.5   Materials chasing
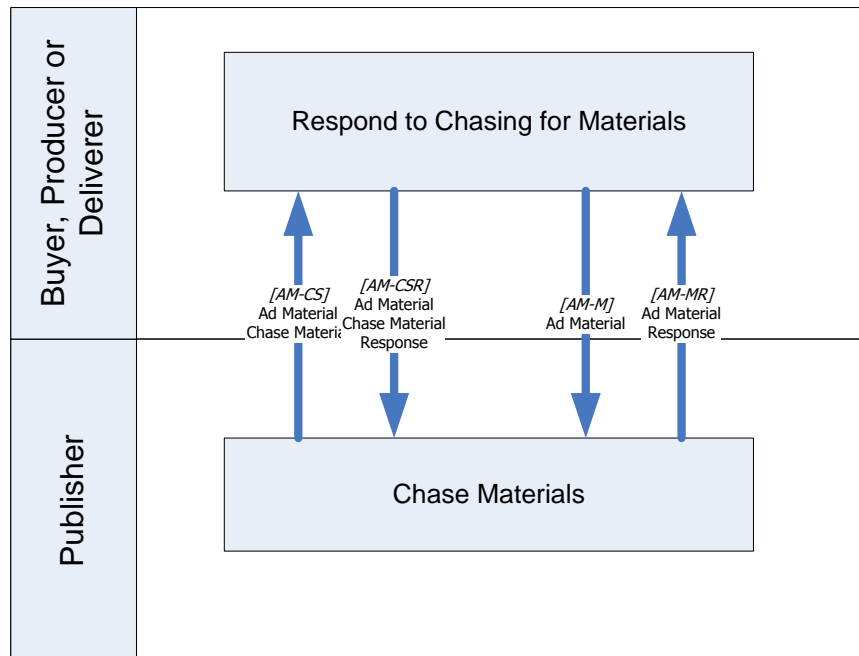
3.6.5.1 Chase materials

Process:	Chase Materials
Actor:	Publisher

Trigger:	Absence of the material for a previously ordered ad. This is an internal trigger which is based on proximity to publishing/broadcasting deadlines and is therefore time driven.
Purpose:	Notify producer of ad material that a piece of ad material is missing.
Desired Outcome:	Producer sends the missing material in time for publication
Output:	AM-CS (Ad Material Chase Material)
Inputs:	• AM-CSR (Ad Material Chase Material Response) • AM-M (Ad Material)
Responsive output:	• AM-MR (Ad Material Response)
Notes:	The Response received by this process can be a message indicating where the missing materials can be found, in which case material chasing would then be redirected at that entity.

3.6.5.2 Respond to chasing for materials

Process:	Respond to Chasing for Materials
Actor:	Buyer of advertising
Trigger:	• AM-CS (Ad Material Chase Material)
Purpose:	Respond to the request for missing material, either by sending the materials or providing information about where they can be found.
Outputs:	• AM-CSR (Ad Material Chase Material Response) • AM-M (Ad Material)
Other activities or outcomes:	-
Notes:	Initially, the publisher will look to the buyer of the advertisement to supply the missing materials. However, this process can be performed by any organization involved in the design and production of ad materials.

3.7 Lifecycle context: 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).

3.7.1 Status of this section

The Proof of Publication messages have been developed and tested. Their workflow is considered extremely stable.

The other messages in this section have not been developed and their workflows are subject to change.

3.7.2 Publishing
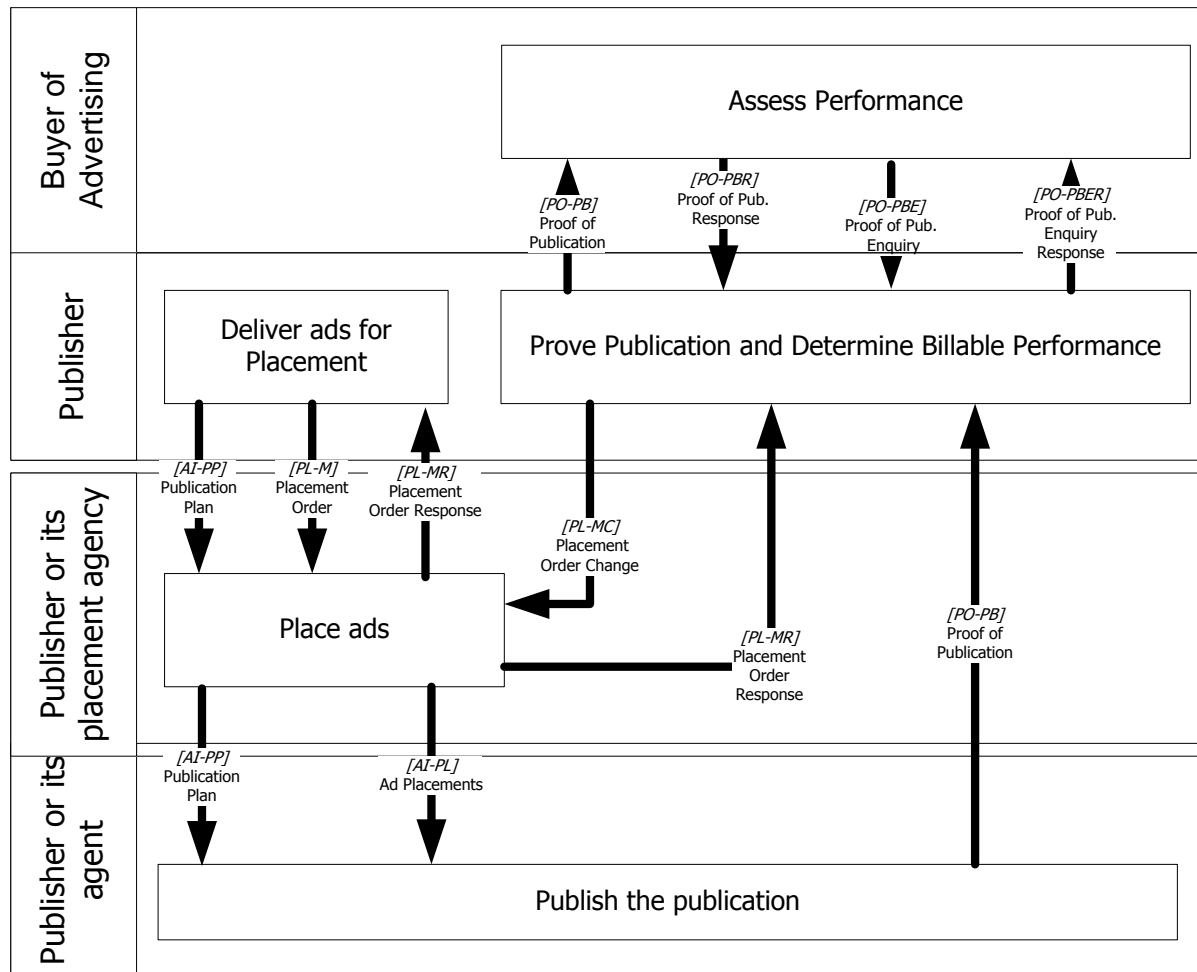
3.7.2.1 Deliver ads for placement

Process:	Deliver Ads for Placement
Actor:	Publisher/broadcaster

Trigger:	• Ad becomes available for planning or • Planning engine calls for all ads for a particular issue/set of slots
Purpose:	Deliver the ads to the entity (department, organization or system) that will position the ads within the output medium according to the advertiser's requirements and within the parameters set by the publisher.
Outputs:	• PL-M (Placement Order) • AI-PP (Publication Plan)
Other activities or outcomes:	-

3.7.2.2 Place ads

Process:	Place Ads
Actor:	Publisher/broadcaster or its placement agency
Trigger:	• PL-M (Placement Order) • AI-PP (Publication Plan)
Purpose:	Position the booked ads within an edition of the output medium according to the advertiser's requirements and within the parameters set by the publisher, and cause the ads to be published in those locations.
Desired outcome:	• AI-PL (Ad Placements)
Other input:	• PL-MC (Placement Order Change)
Responsive output:	• PL-MR (Placement Order Response)
Notes:	The output of this process is likely to be a technical artifact whose format will vary considerably from one medium to another.

3.7.2.3 Publish the publication

Process:	Publish the Publication
Actor:	Publisher/broadcaster or its publication agency
Trigger:	Internal business processes, and an

	• AI-PP (Publication Plan)
Purpose:	Publish the publication containing the ads as placed within the placement process, and deliver proof of publication (for print media) or performance (for online media and inserts) to the publisher's business office.
Desired outcome:	Successful publication
Other activities or outcomes:	• PO-PB (Proof of Publication)
Notes:	The specifics of this process are closely related to the technology used in the medium in question. It is recommended that Proof of Performance information be sent using the AppearanceInformation structure in Proof of Publication messages

3.7.2.4 Prove publication

Process:	Prove Publication
Actor:	Publisher
Trigger:	• PO-PB (Proof of Publication) • Internal business process
Purpose:	Prove publication: Provide legal and/or physical proof that an ad was published/broadcast according to the advertiser's requirements.
Other input:	• PO-PBE (Proof of publication enquiry)
Output:	• PO-PB (Proof of Publication) (to buyer and/or payer)
Responsive output:	• PO-PBER (Response to a Proof of publication enquiry request)
Other activities or outcomes:	Proof of publication may be delivered to the buyer or payer as part of the Publisher's Invoicing process. See Lifecycle Context: Payment.
Note	When intermediaries are involved, Proof of Publication can pass through from the Publisher to the Seller to the Buyer or Payer.

3.7.2.5 Determine billable performance

Process:	Determine Billable Performance
Actor:	Publisher
Trigger:	• PO-PB (Proof of Publication)
Purpose:	Determine billable performance: Allow the buyer of advertising to assess whether a published ad has met or is meeting the promised performance. Also, in the case of ongoing advertising (such as online media "hits"), determine whether an adjustment should be made to the frequency with which a given advertisement is delivered to consumers.
Other input:	• PO-PBE (Proof of Publication enquiry)
Output:	• PO-PB (Proof of PUblication) (to buyer and/or payer) • PL-MC (Placement Order Change)
Responsive output:	• PO-PBER (Response to a Proof of Publication request)
Other activities or outcomes:	Proof of performance may be delivered to the buyer or payer as part of the Publisher's Invoicing process especially if the price depends entirely on performance. See Lifecycle Context: Payment. Note that in some workflows (e.g. Newspaper, Magazine and Inserts) proof of performance information can be sent in the proof of publication message.
Note	When intermediaries are involved, Proof of Publication can pass through from the Publisher to the Seller to the Buyer or Payer. If performance needs to be adjusted, a revised Placement Order is sent to the entity that is performing the "Place Ads" process. (A common reason for adjustment would be because an online ad is being seen either more or less frequently than was contracted for.) It is recommended that Proof of Performance information be sent using the AppearanceInformation structure in

	Proof of Publication messages

3.7.2.6 Assess Performance

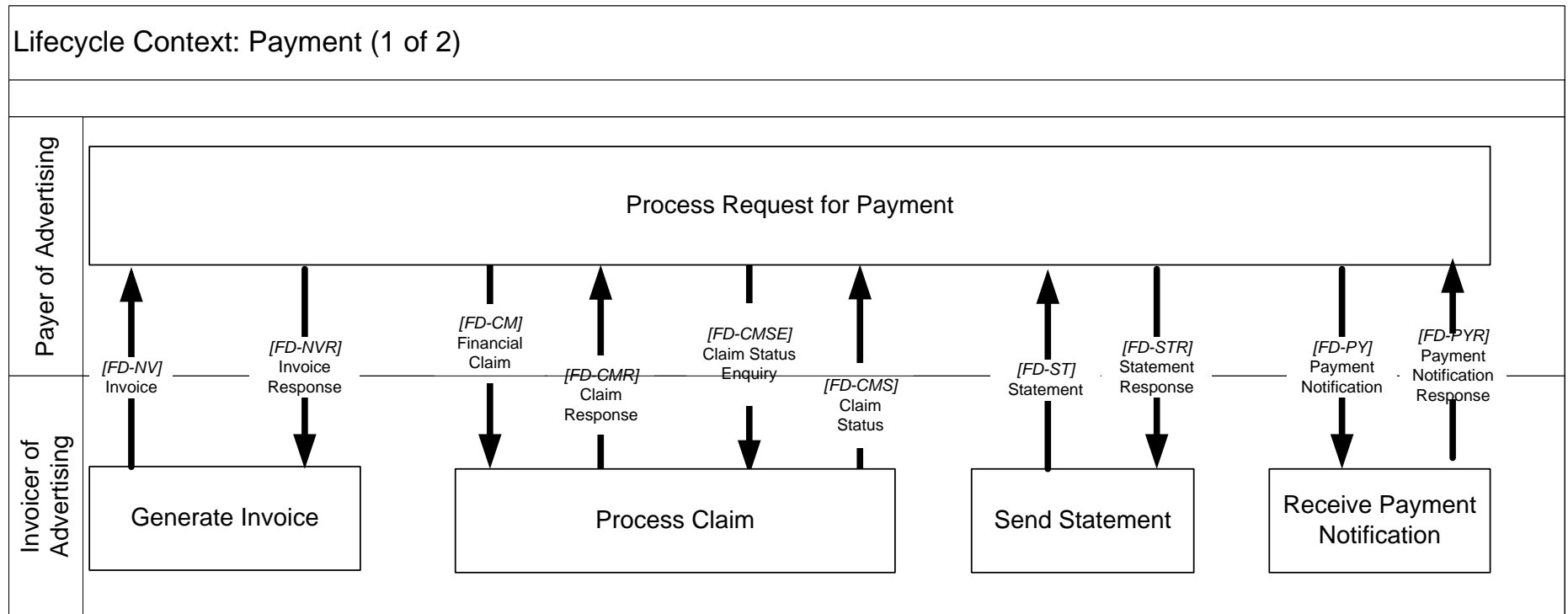| Process:	Assess Performance
Actor:	Buyer of Advertising
Trigger:	Internal business processes, or • PO-PB (Proof of Publication)
Purpose:	Assess whether a published ad has met or is meeting the promised performance.
Outputs:	• PO-PBE (Request for Proof of Publication)
Other inputs:	• PO-PBEF (Response to a request for Proof of publication)
Other activities or outcomes:	-
Note	It is recommended that Proof of performance information be sent using the AppearanceInformation structure in Proof of Publication messages

3.8 Lifecycle context: Payment

Payment-related exchanges between invoicer (typically the publisher/broadcaster) and payer (typically the advertiser or media buyer). 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).
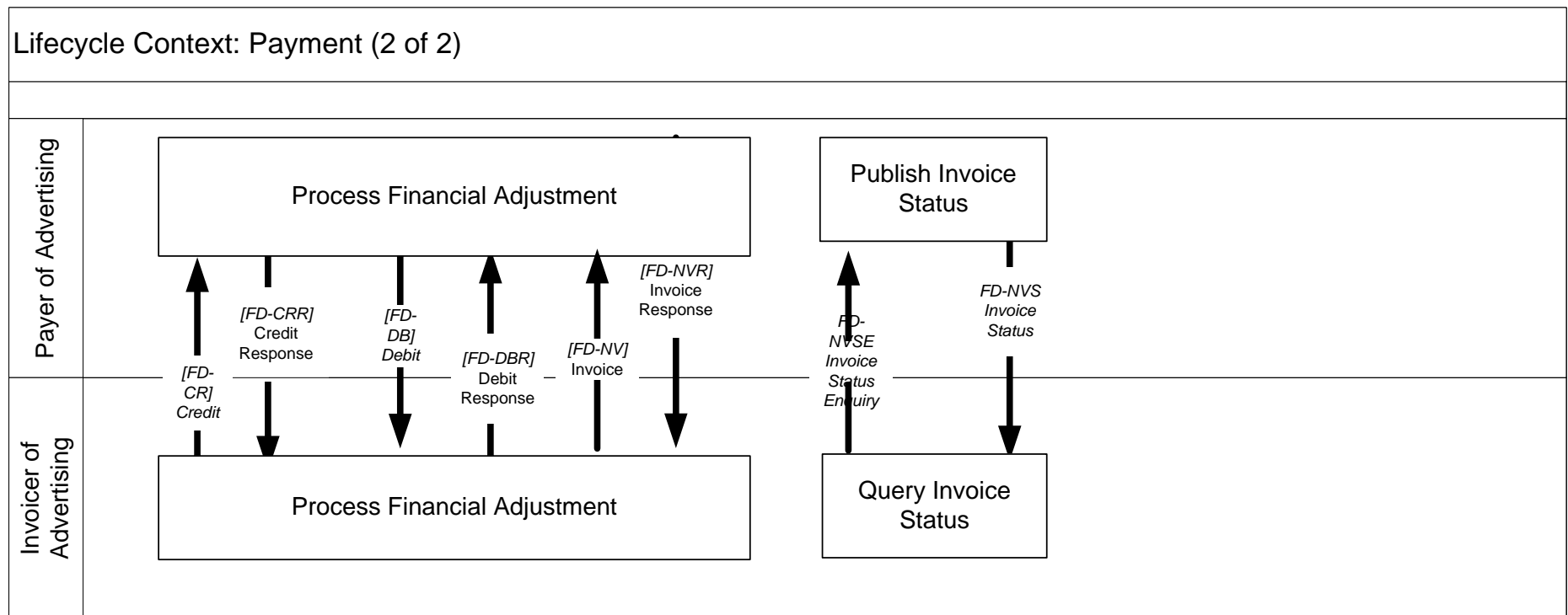
3.8.1   Status of this section

The Invoice and Credit messages have been developed and tested, so those workflows are considered extremely stable.

The other messages in this section have not been developed and their workflows are subject to change.

3.8.2   Payment

Lifecycle Context: Payment (1 of 2)

Payer of Advertising

Process Request for Payment

[FD-NV] Invoice

[FD-NVR] Invoice Response

[FD-CM] Financial Claim

[FD-CMR] Claim Response

[FD-CMSE] Claim Status Enquiry

[FD-CMS] Claim Status

[FD-ST] Statement

[FD-STR] Statement Response

[FD-PY] Payment Notification

[FD-PYR] Payment Notification Response

Invoicer of Advertising

Generate Invoice

Process Claim

Send Statement

Receive Payment Notification

Lifecycle Context: Payment (2 of 2)

3.8.2.1 Process request for payment

Process:	Process Request for Payment
Actor:	Payer of Advertising
Trigger:	Receipt of either: • FD-NV (Invoice) or • FD-ST (Statement)
Purpose:	Determine amount owed to invoicer of advertising and make appropriate payment and/or financial claim.
Output:	• FD-PY (Payment Notification)

	• FD-CM (Financial Claim)
Other Inputs:	• PO-PB (Proof of Publication) (from Prove Publication process, not shown here)
Other activities or outcomes:	• FD-NVR (Invoice Response) • FD-CMSE (Claim status enquiry) • FD-STR (Statement response)
Note:	All of the information flows in and out of this process often pass through intermediaries. For example, the payment and statement information can pass from Publisher to Seller to Payer, and then back again. Payments are often made directly between financial intermediaries such as banks.

3.8.2.2 Generate invoice

Process:	Generate Invoice
Actor:	Invoicer of Advertising
Trigger:	Depending on business rules: • Confirmation of publication • Change in price of the advertisement • Acceptance of a booking • Invoicing interval
Purpose:	Send a request for payment to the payer of advertising.
Output:	FD-NV (Invoice)
Other activities or outcomes:	•
Note:	This information can pass through intermediaries, for example from Publisher to Seller to Payer. Optionally, the publisher or invoicer may send Proof of Publication at the same time as the invoice. This is done in the Prove Payment process, which is part of Lifecycle Context: Publish.

3.8.2.3 Process Claim

Process:	Process Claim
Actor:	Invoicer of Advertising
Trigger:	• FD-CM (Financial Claim)
Purpose:	Handle incoming claim
Desired outcome:	Resolution of the issue, often followed by a financial adjustment.
Initial output:	• FD-CMR (Financial Claim Response)
Secondary output:	• FD-CMS (Financial Claim Status)
Note	The claim response message should be sent promptly, and therefore will usually merely acknowledge receipt of the claim. Once the claim has been investigated and resolved, a claim status message can be sent to indicate the nature of the resolution. Often that resolution will lead to the invoicer's sending a Credit/Debit note which formalizes the financial adjustment that has been agreed between the two parties.

3.8.2.4 Send statement

Process:	Send Statement
Actor:	Invoicer of Advertising
Trigger:	Internal business rules, usually calendar driven
Purpose:	Deliver a document to a customer showing all financial transactions during the specified period, the credit status of the customer and usually an aged breakdown of the outstanding balances.
Output:	FD-ST (Statement)
Other activities or outcomes:	-
Note:	This information can pass through intermediaries, for example from Publisher to Seller to Buyer.

3.8.2.5 Receive payment notification

Process:	Receive Payment
Actor:	Invoicer of Advertising
Trigger:	FD-PY (Payment)
Purpose:	Update internal accounting system to reflect the actual or pending receipt of the funds
Responsive output:	FD-PYR (Payment Response)
Note	The funds will usually move directly between financial intermediaries.

3.8.2.6 Process financial adjustment (Invoicer)

Process:	Process financial adjustment
Actor:	Invoicer of Advertising
Trigger:	• Resolution of a claim • Contractual milestone or threshold • Discovery of a billing error
Purpose:	Update the parties' internal accounting systems to reflect a credit or debit that has been agreed between them, and when appropriate, provide the payer with the ability to adjust one or more outstanding invoices accordingly.
Desired outcome:	Payment of one or more invoices that had been held up by a claim.
Output:	• FD-CR (Credit) or • FD-NV (Invoice)
Input (alternative to outputs, see note):	• FD-DB (Debit)
Note	Usually the credit or debit was agreed during the claim resolution process.

	Information flow is usually from the Invoicer to the Payer (in the form of either an FD-CR or an FD-NV which reflects the agreed adjustment), but can flow the other way (in the form of an incoming FD-DB).

3.8.2.7 Process financial adjustment (Payer)

Process:	Process financial adjustment
Actor:	Payer of Advertising
Trigger:	• Resolution of a claim
Purpose:	Update the parties' internal accounting systems to reflect a credit or debit that has been agreed between them, and when appropriate, provide the payer with the ability to adjust one or more outstanding invoices accordingly.
Desired outcome:	Payment of one or more invoices that had been held up by a claim.
Input:	• FD-CR (Credit) or • FD-NV (Invoice reflecting an agreed adjustment)
Output (alternative to inputs, see notes):	• FD-DB (Debit)
Note	Usually the credit or debit was agreed during the claim resolution process. Information flow is usually from the Invoicer to the Payer (in the form of either an FD-CR or an FD-NV which reflects the agreed adjustment), but can flow the other way (in the form of an incoming FD-DB).

3.8.2.8 Query Invoice Status

Process:	Query invoice status
Actor:	Invoicer of Advertising
Trigger:	Internal business process
Purpose:	Ensure the payer's internal accounting system is in line with the invoicer's system
Desired outcome:	Statement of the status of the invoice
Input:	•
Output:	• FD-NVSE (Invoice status enquiry)
Note	

3.8.2.9 Publish Invoice Status

Process:	Publish invoice status
Actor:	Payer of Advertising
Trigger:	Delay in processing an invoice, or receipt of an Invoice Status Enquiry
Purpose:	Ensure the invoicer's internal accounting system is in line with the payer's system
Desired outcome:	Statement of the status of the invoice
Input:	• FD-NVSE (Invoice status enquiry)
Output:	• FD-NVS
Note	Status message can be sent either spontaneously or in response to a status enquiry.

4 Appendix A - Out of scope lifecycle stages

The following lifecycle stages and contained processes were considered for inclusion but have been ruled out of scope for the time being:

- Establish business relationship
- Exchange contract information
- Feedback on responses from publisher to advertiser

5 Appendix B - Business messages

This section contains a list of all the business messages referenced in the diagrams that are in scope for the AdsML Framework. The detailed messages have been combined into a shorter set of "Message groups", where each group contains messages that perform a similar function and/or are often represented by the same message format or vocabulary. It is currently expected that each Item in an AdsML message will reference (in its ItemType element) the Short Name value of either the Message or Message Group that is most applicable to that Item.

5.1   Message groups

Short Name	Long Name
AD	Ad Order. This includes reservations and quotations.
AI	Ad Inventory
AM	Ad Material
AP	Production order
CB	Campaign Brief
FD	Financial Document
MP	Media Pack
PL	Placement
PO	Proof Of …
ZZ	Global error and administrative messages

5.2 Messages

* Messages for which AdsML schemas and specifications exist are identified by an asterisk (*) in the Long Name column. The other messages (those without an asterisk) are included in this table because they comprise the overall AdsML workflow; however, no specifications have been written for them.

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
AD-O	Ad Order*	A request for publication of an advertisement. It will be sent by the buyer of advertising to the seller of advertising. Note that an Ad Order sent to an agent or other intermediary could contain orders for one or more publishers and could later on be separated into more than one specific ad order.	• Buyer of advertising	• AD-OR
AD-OC	Ad Order Change*	A change to the details of a previously confirmed ad order. Sent by the buyer of advertising to the seller of advertising.	• Buyer of advertising	• AD-OR
AD-OR	Ad Order Response*	A response to an ad order, a change to an ad order or a cancellation of an ad order which could be a confirmation (acceptance) of the order, refusal to accept it, or a request for more information. Sent by the seller of advertising to the buyer of advertising. If it is a confirmation it will contain any special instructions about identification, delivery or deadlines. A refusal could be for legal, credit or other reasons.	• Seller of advertising	
AD-OS	Ad Order Status*	The response to an Ad Order Status Enquiry. Can also be sent spontaneously by a seller of advertising to update the buyer of a change in status of the referenced order.	• Seller of advertising	
AD-OSE	Ad Order Status Enquiry*	A request for information about the status of a previously requested ad order.	• Buyer of advertising	• AD-OS
AD-OX	Ad Order Cancellation*	A cancellation instruction for all or part of a previously submitted ad order. Sent by the buyer of advertising to the seller of advertising.	• Buyer of advertising	• AD-OR
AD-Q	Ad Quotation*	The price of the advertisement as detailed in an Ad Quotation Request. Sent by the seller of advertising to the potential buyer of	• Seller of advertising	

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		advertising in response to an AQ-RFQ or in response to the receipt of a Campaign Brief CB-P.		
AD-QS	Ad Quotation Status*	The response to an Ad Quotation Status Enquiry.	• Seller of advertising	
AD-QSE	Ad Quotation Status Enquiry*	A request for information about the status of a previously requested quotation.	• Buyer of advertising	• AD-QS
AD-R	Ad Reservation*	An expression of interest in available ad space or time slots by a buyer of advertising to a seller of advertising. Note that an Ad Space Reservation must be supported by an Ad Order before it will be published or broadcast.	• Buyer of advertising	• AD-RR
AD-RC	Ad Reservation Change*	A change to a previously confirmed reservation.	• Buyer of advertising	• AD-RR
AD-RFQ	Ad Quotation Request*	A request from a potential buyer of advertising for a quotation or price according to a defined set of included criteria.	• Buyer of advertising	• AD-Q
AD-RR	Ad Reservation Response*	The response to a reservation. Could be a confirmation of acceptance of the reservation, refusal to reserve, or a request for more information.	• Seller of advertising	
AD-RS	Ad Reservation Status*	The response to an Ad Reservation Status Enquiry.	• Seller of advertising	
AD-RSE	Ad Reservation Status Enquiry*	A request for information about the status of a previously requested ad reservation.	• Buyer of advertising	• AD-RS
AD-RX	Ad Reservation Cancellation*	A response to an Ad Reservation by the seller of advertising advising the buyer of advertising that their reservation has been cancelled or has expired.	• Buyer of advertising	• AD-RR
AI-E	Ad Inventory Enquiry	A request for a list of the available space or slots within a publication for a range of dates.	• Buyer of advertising	• AI-I
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	• Seller of advertising • Publisher/broadcaster	

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		from the newspaper publisher or broadcast station. In some cases the inventory can include context information.		
AI-PL	Ad Placements	A description of an edition of a publication indicating the types and positions of the advertisements that have been booked for that edition. Often this is accomplished by adding ad booking information to an instance of the publication plan.	• Publisher/broadcaster	
AI-PP	Publication Plan	A template for an edition of a publication including the pagination and optionally indicating color pages and available ad positions.	• Publisher/broadcaster	
AM-CS	Ad Material Chase Material	A message requesting missing ad materials or details of where the materials can be found for a scheduled advertisement. Sent by a publisher to the buyer of the ad material. The response can be Ad Material or Ad Material Chase Material Response. Use of this message should be restricted to very short transactions, request-response pairs, where the goal is to query "where is the material and when should I expect it" and receive a reply to the question.	• Publisher/broadcaster	• AM-CSR • AM-M
AM-CSR	Ad Material Chase Material Response	A response to Ad Material Chase Material indicating where the material can be sourced or indicating that it was sent to a recipient with no knowledge of the transaction. The source can be a previous Ad Material or the identity of an organization involved in the design or production of the ad material.	• Buyer of advertising • Producer of ad material	
AM-DO	Ad Material Delivery Order*	A message to tell the delivery system where and when it should send a set of ad material and what kind of information needs to be sent with it. Typically the producer of ad material will send it to the deliverer of ad material, but there are many other parties which might order the delivery of materials. An AM-DO is capable of containing complex delivery instructions, for	• Almost anyone •	• AM-DOR

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		example, to send a single set of materials to multiple recipients, or to use an existing set of ad materials that are already in the deliverer's possession. An AM-DO can also be used to send "materials delivery expectations". In this context it is typically sent by a publisher or seller of advertising to one or more parties in the content transmission workflow in order to inform them of the publishers expectations regarding the delivery of the materials associated with a particular booking.		
AM-DOC	Ad Material Delivery Order Change*	A changed version of a previously sent delivery order. Completely replaces the previous order.	• Producer of ad material • Buyer of ad material	• AM-DOR
AM-DOR	Ad Material Delivery Order Response*	The response to a delivery order, or a change or cancellation of a delivery order. Could be a confirmation of acceptance of the order, refusal to accept, or a request for more information.	• Deliverer of ad material • Producer of ad material	
AM-DOS	Ad Material Delivery Order Status*	The response to a Delivery Order Status Enquiry or a spontaneous update to show the status of a delivery order.	• Deliverer of ad material	•
AM-DOSE	Ad Material Delivery Order Status Enquiry*	A request for information on the status of a previously sent delivery order.	• Orderer	•
AM-DOX	Ad Material Delivery Order Cancellation*	A request to cancel a previously sent delivery order.	• Producer of ad material • Buyer of ad material	• AM-DOR
AM-M	Ad Material*	The materials constituting an advertisement in a format acceptable to its intended recipient. Depending on the medium this could be a graphical image file, XML document, video file, audio file, etc. Typically created by a production facility or agency and then sent to	• Producer of ad material • Buyer of advertising • Delivery agency	• AM-MR

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		various parties including the advertiser (for approval), a delivery agency (for distribution to multiple publishers), and one or more publishers. Because of different media and publisher's requirements, there can be more than one set of Ad Materials for a given advertisement. The message can be used to deliver an ad's final rendering(s) and/or the components that are used to create that ad. This message is primarily designed for delivery of a single set of materials to a single end-user of those materials, e.g. their publisher or broadcaster. It can also be used to transmit ad materials to a Deliverer of Ad Materials, although it is not optimized for that purpose and does not support complex delivery scenarios. It is recommended that the AM-DO (Delivery Order) message be used whenever sending materials or instructions to a Deliverer of Ad Materials.		
AM-MA	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.	• Buyer of advertising	
AM-MC	Ad Material Change	**STATUS: DEPRECATED** A changed version of the metadata associated with some previously delivered ad material. Replaces the earlier set of metadata. Note that delivery of ad materials themselves, whether new or changed, is always accomplished using an AM-M message.	• Producer of ad material • Buyer of advertising • Delivery agency	• AM-MR
AM-MR	Ad Material Response*	A response to an AM-M or AM-MC message. Sent by the recipient of an AM-M or AM-MC message to the sender of that message. These could be any of several types of organizations in the production chain: for example, a deliverer to a producer, a publisher to a deliverer, a publisher to a producer, etc.	• Delivery agency • Publisher	

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		This is a required message in the AdsML choreography which should be sent as soon as possible after the recipient has examined the metadata in the AM-M or AM-MC message and determined whether they are willing to accept the ad materials described by that metadata. If the recipient can also promptly validate whether the materials themselves are acceptable for publication, this can be conveyed in the AM-MR message. However, if such validation cannot be performed until later, the recipient should send an initial AM-MR message based solely on its initial examination of the metadata, followed by subsequent AM-MS status messages which indicate the ultimate acceptability (or not) of the referenced ad materials.		
AM-MS	Ad Material Status*	The response to an Ad Material Status Enquiry. Can also, optionally, be sent spontaneously by the recipient of ad materials to inform the provider or producer of those materials about the results of subsequent validations – for example, whether or not the ad materials were successfully received, whether they preflighted correctly, and whether they contained viruses or had other technical flaws.	• Delivery agency • Publisher	
AM-MSE	Ad Material Status Enquiry*	A request for information about the status of previously sent ad materials.	• Producer of ad materials • Delivery agency	• AM-MS
AM-MX	Ad Material Kill Order*	A request to discard or destroy all copies of previously sent ad materials. Sent by the provider of the materials in question to the recipient of those materials.	• Buyer of ad materials • Producer of ad materials	• AM-MXR
AM-MXR	Ad Material Kill Order Response*	The initial response to an AM-MX message, indicating intended acceptance or rejection of the request. Depending on the amount of time it will take to locate and destroy the materials, it may be necessary to send a followup AM-MXS message indicating whether the materials were successfully destroyed.	• Producer of ad materials • Publisher	

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
AM-MXS	Ad Material Kill Order Status	The response to an AM-MXSE status enquiry, or a spontaneously sent update about the results of a previously accepted AM-MX request.	• Producer of ad materials • Publisher	
AM-MXSE	Ad Material Kill Order Status Enquiry	A request for a status update about a previously sent AM-MX request.	• Buyer of ad materials • Producer of ad materials	• AM-MXR
AM-PT	Ad Material Component	The elements that will be used to create an ad material. They will be used by the producer of the ad material as the building blocks of the Ad Material. In a print environment they could for instance be a logo, a customer template or raw text.	• Producer of ad material • Buyer of advertising	• AM-PTR
AM-PTE	Ad Component Enquiry	A request to supply one or more components needed to complete the production of a piece of ad material.	• Producer of ad material	• AM-PT • AM-PTER
AM-PTER	Ad Component Enquiry Response	A response to a request to supply ad components. Might be a confirmation message, or indication of where the requested component can be obtained.	• Buyer of ad material	
AM-PTR	Ad Material Component Response	The response to delivery of an ad material component.	• Producer of ad material • Publisher	
AM-RES	Ad Material Re-Send Request*	A request from a publisher to a deliverer, or from a deliverer to a producer of materials, to re-send some previously delivered (and received) ad materials, usually because the materials were accidentally damaged or misplaced during the production process. The message may reference a single set of previously-delivered materials, or a range of materials that were sent within a specified timeframe and/or were intended for a particular publication.	• Publisher • Deliverer	•
AM-RF	Ad Material Request For Approval	A proof of the Ad Material with a request for approval that it conforms to the advertiser's requirements for content and technical quality. Sent by the ad material producer to the buyer of ad space. May include the ad material or a reference to where the ad material can be found.	• Producer of ad material	• AM-MA

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
AM-RP	Ad Material Request For Proof	A request for the producer of ad material to send a proof of that material to the buyer who ordered it. Sent by the buyer of advertising to the producer of ad material.	• Buyer of advertising	• AM-RPR • AM-MA
AM-RPR	Ad Material Request for Proof Response	The response to a request for proof. Used in circumstances when a proof copy of the materials (AM-M) cannot be provided as requested, or when additional information needs to be supplied along with the materials.	• Producer of ad material	
AP-PO	Production Order	Instructions on how material for an advertisement is to be created, including the publishing criteria of the target publications to be used in production and how and where the completed material is to be delivered. An order could result in the production of one or more sets of materials or components as outputs. It will be sent by the buyer of advertising to the producer of the material. A production order contains the technical information about publications. The materials to be created could be a complete advertisement consisting of all required components, or one or more components that will be used in advertisements. In the case where a complete advertisement is to be created containing components that already exist, the order to create the advertisement could contain (or provide instructions for obtaining) those existing components. NOTE: The delivery instructions for an order can also be broken out into a separate Delivery Order.	• Buyer of ad materials	• AP-POR
AP-POC	Production Order Change	Updated information about an existing production order. Sent by the buyer to the producer of the material.	• Buyer of ad materials	• AP-POR

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
AP-POR	Production Order Response	The response to a new or changed production order. This could be confirmation that the production order has been received and will be implemented; a request for more information; or a refusal of the order. Sent by the producer of the material to the buyer.	• Producer of material	
AP-POS	Production Order Status	Notice from the producer of ad materials to the buyer of advertising of the status of work being done pursuant to a production order. Commonly used to provide notification that the ad material has been completed.	• Producer of ad materials	
AP-POSE	Production Order Status Enquiry	A request from the buyer of advertising materials to the producer of advertising materials for an update on the status of the work being done.	• Buyer of ad materials	• AP-POS
AP-POX	Production Order Cancellation	Instructions to cancel a materials production order. Sent to the producer of materials by the buyer of advertising.	• Buyer of advertising	• AP-POR
CB-P	Campaign Brief Publication	A description of a campaign that is being planned, typically including details of the client, the campaign, the target audience, the timescale and the available budget. Sent by a media buyer to potentially interested media owners. Represents an implicit request for quotations from interested sellers of advertising inventory.	• Buyer of advertising	• CB-PR
CB-PR	Campaign Brief Response	The response to a Campaign Brief Publication. Sent by a media owner to a media buyer. The Response typically consists of one of the following: description and pricing of the media owner's proposed services in support of the campaign described in the Campaign Brief Publication; a feedback message indicating that the media owner does not wish to participate in the campaign; or a message indicating an error or incomplete information in the Campaign Brief Publication.	• Seller of advertising	• CB-PRA
CB-PRA	Campaign Brief Response	A message indicating acceptance of some or all of the services and pricing contained in a Campaign Brief Response. Sent by a media	• Buyer of advertising	

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
	Acceptance	buyer to a media owner.		
FD-CM	Financial Claim	A demand from a payer of advertising to an invoicer of advertising for compensation for failure to comply with the conditions of a single or multiple advertisements. If the invoicer accepts the claim then they will normally issue a credit note or allowance.	• Payer of advertising	• FD-CMR
FD-CMR	Financial Claim Response	The response to a financial claim. The response message should be sent as soon as possible after the claim has been received, which will often be before the claim has been resolved. After the resolution of the claim, the invoicer will often send a credit or debit adjustment reflecting the result.	• Invoicer of advertising	
FD-CMS	Financial Claim Status	The response to a Financial Claim Status Enquiry. Can also, optionally, be sent spontaneously by the invoicer to inform the payer about the status or results of a previously received claim.	• Invoicer of advertising	
FD-CMSE	Financial Claim Status Enquiry	A request for information about the status of a previously sent financial claim.	• Payer of advertising	
FD-CR	Credit notification*	A message sent by an invoicer to a paying party in order to reflect a credit (to the benefit of the payer) that has been agreed between them, and when appropriate, provide the payer with the ability to adjust one or more outstanding invoices accordingly. (Note that there is no way to use an AdsML credit or debit message to indicate that a payer owes **more** money to an invoicer than had previously been indicated. Only an invoice can perform that function.)	• Invoicer of advertising	• FD-CR
FD-CRR	Credit notification Response*	The response to a credit notice, usually simply a business-level acknowledgement that the credit message was received.	• Payer of advertising	
FD-DB	Debit notification	A message sent by a payer to an invoicing party in order to reflect a credit (to the benefit of the payer) that has been agreed between	• Payer of advertising	• FD-DR

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		them. Note that this performs essentially the same function as the FD-CR message above, even though it is sent in the other direction.		
FD-DBR	Debit notification Response	The response to a debit notice, usually simply a business-level acknowledgement that the credit or debit message was received.	• Invoicer of advertising	
FD-NV	Invoice*	A demand for payment for advertising published or services provided. Will be issued by the invoicer of advertising or their financial intermediary to the payer of advertising. (Note that an invoice may contain credit line items, which serve essentially the same function as an FD-CR message. In this case it is possible for the TotalAmountToPay of an invoice to be a zero or even negative (credit) amount.)	• Invoicer of advertising	• FD-NVR
FD-NVR	Invoice Response*	The response to an invoice, usually simply a business-level acknowledgement that the invoice message was received.	• Payer of advertising	
FD-NVS	Invoice status*	The response to an Invoice Status Enquiry. Can also be sent spontaneously by the payer to the invoicer to inform them about the status of a previously sent invoice.	• Payer of advertising	
FD-NVSE	Invoice status enquiry*	A request from an invoicer to a payer for information about the status of a previously sent invoice.	• Invoicer of advertising	• FD-NVS
FD-PY	Payment Notification	Notification of a pending or completed payment for advertising published or services provided. In principle the payer sends the payment to the invoicer; in practice the flow of money is often between financial intermediaries,and in any case is not conveyed in an AdsML message.	• Payer of advertising	• FD-PYR
FD-PYR	Payment Notification Response	The response to a payment message, usually simply an acknowledgement it was received.	• Invoicer of advertising	
FD-ST	Statement	A regular summary of financial transactions sent by an invoicer of advertising or their financial intermediary to a buyer of advertising. Can contain information about invoices, credit notes, financial adjustments and payments made.	• Invoicer of advertising	• FD-STR

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
FD-STR	Statement Response	The response to a statement message, usually simply an acknowledgement that it was received.	• Payer of advertising	
MP-M	Media Pack	**Status**: **DEPRECATED** This message has been replaced by the MP-P* and MP-T* messages. A folder of information issued by a publisher or broadcaster concerning the publication and the process of placing ads in the publication. Regular elements of the standard media pack include contract rates, rate cards, technical specifications, deadlines, editorial calendars, special features, media circulation, geographic coverage, audience demographics, etc. messages.	• Publisher/broadcaster • Seller of advertising • Deliverer of ad material	
MP-R	Media Pack Request	**Status**: **DEPRECATED** Request for a media pack.	• Buyer of advertising • Designer of ad material • Producer of ad material	• MP-M
MP-P	Media Pack Pricing & Demographics*	A folder of information issued by a publisher or broadcaster containing information about the nature of the publication and its audience, and the process of placing ads in the publication. Regular elements of the standard media pack include contract rates, rate cards, deadlines, editorial calendars, special features, media circulation, geographic coverage, audience demographics, etc. This information is primarily intended for media buyers. A Pricing and Demographics media pack can (and usually does) supersede a previously-issued media pack. The superseded media pack can be explicitly identified in the replacement media pack.	• Publisher/broadcaster • Seller of advertising •	•

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		There is no concept of a media pack "change" message; this is handled by publishing a replacement media pack that contains the changed information. Note that information in an MP-P does not include technical specifications intended to guide the preparation and delivery of ad materials; these are conveyed in an MP-T message.		
MP-PR	Media Pack Pricing & Demographics Request*	Request for Media Pack Pricing & Demographics	• Buyer of advertising	• MP-P
			•	•
MP-T	Media Pack Technical Specification	A folder of information issued by a publisher or broadcaster concerning their technical requirements for the ad materials that will be sent to the publication or broadcaster. Regular elements of the technical specification include acceptable file formats, delivery methods, sizes, colors, etc. This information is primarily intended for creators and deliverers of the ad materials. A Technical Specification media pack can (and usually does) supersede a previously-issued media pack. The superseded media pack can be explicitly identified in the replacement media pack. There is no concept of a media pack "change" message; this is handled by publishing a replacement media pack that contains the changed information.	• Publisher/broadcaster	•
MP-TR	Media Pack Technical Specification Request	Request for a Media Pack Technical Specification	• Producer or Designer of Ad Material • Deliverer of Ad Material	• MP-T

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
			• Other interested parties	
MP-X	Media Pack Withdrawal*	A message to indicate that the information contained in a previously transmitted media pack message has been withdrawn by its publisher and is no longer valid. The most common reason to withdraw a media pack is because either the Technical Specification is no longer valid or the Pricing and Demographics contained pricing offers that were specific to a particular customer and/or it related to a special set of publications/broadcasts that have come to an end. It is not common to withdraw a general media pack such as the publisher's standard price list; this would normally be superseded by a replacement media pack rather than withdrawn.	• Publisher/broadcaster • Seller of advertising	•
PL-M	Placement Order	Instructions for the placement of an advertisement in a published product, which can be used for classified or display. It is a sub-division of an ad order and will be sent within the publisher environment to classified pagination or edition planning for ad placement in a print environment, or in an online environment to an advertisement placement agency (such as DoubleClick). This contains a combination of administrative information and ad content. In an online environment the administrative information will include how often and under what circumstances the ad should be served up to viewers.	• Publisher/Broadcaster	• PL-MR
PL-MC	Placement Order Change	A revised placement order, normally used in an online environment in order to adjust the ongoing placement of the advertisement, for example, if needs to be served up either more or less frequently in order to match the commitment that the publisher has made to the	• Publisher/broadcaster	• PL-MR

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
		advertisement buyer.		
PL-MR	Placement Order Response	The response to a placement order. Will usually be a simple acknowledgement.	• Internal publishing operation • Placement agency	•
PO-PB	Proof of Publication*	Confirmation of how, when and where an ad was published. Sent by the publisher or seller to the buyer of advertising. Note: This message can convey a copy of the published advertisement and/or information about when, where, and to whom the advertisement (or the publication which contained it) was delivered. Therefore it can provide both Proof of Publication and Proof of Performance information.	• Publisher/broadcaster • Seller of advertising	• PO-PBR
PO-PBE	Proof of Publication Enquiry	Request for Proof of Publication.	• Buyer of Advertising • Invoicer of Advertising	• PO-PB, PO-PBER
PO-PBER	Proof of Publication Enquiry Response	A response to a request for proof of publication, sent when the requested proof is not available.	• Publisher/broadcaster • Seller of advertising	
PO-PBR	Proof of Publication Response	The response to a proof of publication message, usually simply an acknowledgement that it was received.	• Buyer of advertising • Invoicer of advertising	

Short Name	Long Name*	Description	Initiated/Created By	Possible business-level responses
ZZ-ERR	Global error message	An Item-level error message sent in circumstances when the application generating the error does not have sufficient information to send a more specific type of error message. In other words, it knows that it received an ecommerce message from a specific organization, but not what that message contained. Therefore, it cannot follow the normal practice of sending back a message of the same message type as the incoming message but with a Message Class of "Error". This mechanism allows it to send a generic error back to the originating organization, so that corrective action can be taken there.	• (all)	

6 Appendix C: Acknowledgement for contributions to this document

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