Enabler Release Definition for MobAd
Candidate Version 1.0 – 07 Jul 2009

Open Mobile Alliance
OMA-ERELD-MobAd-V1_0-20090707-C
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1. Scope

The scope of this document is limited to the Enabler Release Definition of MobAd according to OMA Release process and the Enabler Release specification baseline listed in section 5.
2. References

2.1 Normative References

[BCAST]


2.2 Informative References


3. Terminology and Conventions

3.1 Conventions

The key words “MUST”, “MUST NOT”, “REQUIRED”, “SHALL”, “SHALL NOT”, “SHOULD”, “SHOULD NOT”, “RECOMMENDED”, “MAY”, and “OPTIONAL” in this document are to be interpreted as described in [RFC2119].

All sections and appendixes, except “Scope”, “Release Version Overview” and “Conformance Requirements Notation Details”, are normative, unless they are explicitly indicated to be informative.

The formal notation convention used in sections 7 and 8 to formally express the structure and internal dependencies between specifications in the Enabler Release specification baseline is detailed in [SCRRULES].

3.2 Definitions

| Enabler Release | Collection of specifications that combined together form an enabler for a service area, e.g. a download enabler, a browsing enabler, a messaging enabler, a location enabler, etc. The specifications that are forming an enabler should combined fulfill a number of related market requirements. |
| Minimum Functionality | Description of the guaranteed features and functionality that will be enabled by implementing the minimum mandatory part of the Enabler Release. |

3.3 Abbreviations

- **BCAST**: Broadcast. Refers to the OMA BCAST Enabler
- **CPA**: Cost Per Action
- **CPC**: Cost Per Click
- **DCD**: Dynamic Content Delivery. Refers to the OMA DCD Enabler
- **ERDEF**: Enabler Requirement Definition
- **ERELD**: Enabler Release Definition
- **MobAd**: Mobile Advertisement Enabler
- **OMA**: Open Mobile Alliance
4. Release Version Overview

This release of the MobAd Enabler provides a set of documents that include a white paper (mobile advertisement framework), a requirement document, an architecture document and technical specification document(s) to cover the scope of the mobile advertisement enabler.

The key functionalities covered by this release are:

**Personalization and contextualisation of Advertisements:** The MobAd Enabler will specify mechanisms related to the user profile and context as well as mechanisms related to the associated content, that will be use to personalise and contextualise advertisements to be sent to a given user. For the purpose, the MobAd Enabler will specify selecting, filtering, scanning mechanisms among others. These functions are critical for the success of Mobile Advertising Services.

**Support of interactivity and user interaction with Advertisements:** The MobAd Enabler will specify how to ‘use’ interactive advertisement. The content formats of ads are out of scope of the MobAd enabler. The purpose of the MobAd Enabler is to handle various user interactions with advertisements.

**Advertising Metrics Measurements:** The MobAd Enabler will specify metrics data collection and mechanisms to achieve the measurement of advertisement campaign based on users behaviours. These functions will support the contextualisation and personalisation of ads for a given user or group of user as well as will enable different charging models (CPC, CPA, other).

This release of the MobAd Enabler contains the mandatory core technical specification and also provides optional adaptation specifications to the DCD Enabler [DCD] and to the BCAST Enabler [BCAST].

4.1 Version 1.0 Functionality

The Version 1.0 release of the MobAd Enabler contains all functions describe in the above paragraph.

Some functions are optional.

4.2 Next Version Functionality

The content scanning functionnality will be supported in a future version.
5. Document Listing for MobAd

This section is normative.

<table>
<thead>
<tr>
<th>Doc Ref</th>
<th>Permanent Document Reference</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>[MobAd_RD]</td>
<td>OMA-RD-Mobile_Advertising-V1_0-20080805-C</td>
<td>Requirement Document for MobAd Enabler</td>
</tr>
<tr>
<td>[MobAd_AD]</td>
<td>OMA-AD-Mobile_Advertising-V1_0-20090707-C</td>
<td>Architecture Document for MobAd Enabler</td>
</tr>
</tbody>
</table>

Table 1: Listing of Documents in MobAd Enabler
6. Conformance Requirements Notation Details

This section is informative

The tables in following chapters use the following notation:

- **Item:** Entry in this column MUST be a valid ScrItem according to [SCRRULES].
- **Feature/Application:** Entry in this column SHOULD be a short descriptive label to the Item in question.
- **Requirement:** Expression in the column MUST be a valid TerminalExpression according to [SCRRULES] and it MUST accurately reflect the architectural requirement of the Item in question.
7. ERDEF for MobAd – Client Requirements

This section is normative.

<table>
<thead>
<tr>
<th>Item</th>
<th>Feature / Application</th>
<th>Requirement</th>
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<tr>
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<td>&lt;&lt;ENABLER&gt;&gt; Client</td>
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</table>

Table 2: ERDEF for MobAd Client-side Requirements
8. ERDEF for MobAd – Server Requirements

This section is normative.

<table>
<thead>
<tr>
<th>Item</th>
<th>Feature / Application</th>
<th>Requirement</th>
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<td>&lt;&lt;ENABLER&gt;&gt; Server</td>
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Table 3: ERDEF for MobAd Server-side Requirements
## Appendix A. Change History

### A.1 Approved Version History

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### A.2 Draft/Candidate Version 1.0 History

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<td>21 Nov 2008</td>
<td>Section 5</td>
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<tr>
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<td>27 Apr 2009</td>
<td>2, 3, 5</td>
<td>Section 5 updated Application of 2009 template and clean-up of sections 2 and 3 by DSO</td>
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