



Enabler Release Definition for In-Game Advertising Enabler

Candidate Version 1.0 – 16 Mar 2010

Open Mobile Alliance
OMA-ERELD-IGA-V1_0-20100316-C

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1. Scope

The scope of this document is limited to the Enabler Release Definition of IGA 1.0 according to OMA Release process and the Enabler Release specification baseline listed in section 5.

2. References

2.1 Normative References

- [RFC2119] “Key words for use in RFCs to Indicate Requirement Levels”, S. Bradner, March 1997,
[URL:http://www.ietf.org/rfc/rfc2119.txt](http://www.ietf.org/rfc/rfc2119.txt)
- [SCRRULES] “SCR Rules and Procedures”, Open Mobile Alliance™, OMA-ORG-SCR_Rules_and_Procedures,
[URL:http://www.openmobilealliance.org/](http://www.openmobilealliance.org/)
- [IGA-RD] “In Game Advertising Requirement Document”, Open Mobile Alliance™, OMA-RD-IGA-V1_0, URL: <http://www.openmobilealliance.org/>

2.2 Informative References

- [OMADICT] “Dictionary for OMA Specifications”, Version x.y, Open Mobile Alliance™,
OMA-ORG-Dictionary-Vx_y, [URL:http://www.openmobilealliance.org/](http://www.openmobilealliance.org/)

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 8 and 9 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 fulfil a number of related market requirements.
Minimum Functionality Description	Description of the guaranteed features and functionality that will be enabled by implementing the minimum mandatory part of the Enabler Release.
IGA-Client	See definition in [IGA-RD]
IGA-Server	See definition in [IGA-RD]

3.3 Abbreviations

ERDEF	Enabler Requirement Definition
ERELD	Enabler Release Definition
IGA	In Game Advertising
IGA-C	IGA Client
IGA-S	IGA Server
OMA	Open Mobile Alliance
OMNA	Open Mobile Naming Authority

4. Release Version Overview

The IGA could provide abstraction for game developer from advertisement-related consideration. Another objective of IGA are defining related functionalities which enable the models and to focus game-ad specific usecases and functionalities which could not be covered by other OMA enablers.

IGA releases cover In-game advertising models, Ads handling in game, Best-practice and case for in-game advertising.

4.1 Version 1.0 Functionality

IGA 1.0 release considers the following functionality:

- **In-game advertising models :**
 - AD inventory models, e.g. background ad-image, ad-shape stage, ad-BGM(Background Music), etc.
 - Metadata for the inventory models
 - Interface between game client and server for IGA
- **Ads handling in game :**
 - Separate ad-metrics from game-metrics
 - Related metadata
 - Interface between IGA and other related enablers
- **Best-practice and case for in-game advertising:** to stimulate the market adaptation, it should research the current technology, market status, best-practice and case. In addition, OMA provides well-documented guidance to potential users of IGA such as operators, solution vendors and game developers.

5. Document Listing for IGA 1.0 Enabler

This section is normative.

Doc Ref	Permanent Document Reference	Description
Requirement Document		
[IGA_RD]	OMA-RD-IGA-V1_0-20100316-C	Requirement Document for IGA Enabler
Architecture Document		
[IGA_AD]	OMA-AD-IGA-V1_0-20100203-D	Architecture Document for IGA Enabler
Technical Specifications		
[IGA_TS]	OMA-TS-IGA-V1_0-20100203-D	Technical Specification for IGA Enabler
Supporting Files		

Table 1: Listing of Documents in IGA 1.0 Enabler

6. OMNA Considerations

7. 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.

8. ERDEF for IGA 1.0 Enabler - Client Requirements

This section is normative.

Item	Feature / Application	Requirement
OMA-ERDEF-IGA-C-001-<<M/O>>	IGA Client	

Table 2: ERDEF for LGA 1.0 Enabler Client-side Requirements

9. ERDEF for IGA 1.0 Enabler - Server Requirements

This section is normative.

Item	Feature / Application	Requirement
OMA-ERDEF-IGA-S-001-<<M/O>>	IGA Server	

Table 3: ERDEF for LGA 1.0 Enabler Server-side Requirements

Appendix A. Change History (Informative)

A.1 Approved Version History

Reference	Date	Description
n/a	n/a	No prior version –or- No previous version within OMA

A.2 Draft/Candidate Version 1.0 History

Document Identifier	Date	Sections	Description
Draft Versions OMA-ERELED-IGA-V1_0	07 Jan 2010	All	Initial version
	02 Feb 2010	5	Updated Document Listing
	03 Feb 2010	5	Updated Document Listing
	24 Feb 2010	5	Updated Document Listing
Candidate Versions OMA-ERELED-IGA-V1_0	16 Mar 2010	All	Status changed to Candidate by TP TP Ref#OMA-TP-2010-0097R01- INP_IGA_V1_0_RD_for_Candidate_Approval.doc

Appendix B. <Additional Information>

If needed, add annex to provide additional information to support the document. In general, this information should be informative, as normative material should be contained in the primary body of the document.

Note that the styles for the headers in the appendix (App1, App2, App3) are different than the main body. The use below is intended to validate the styles to be used. Remove if not needed.

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B.1 App Header

<More text>

B.1.1 More Headers

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B.1.1.1 Even More Headers

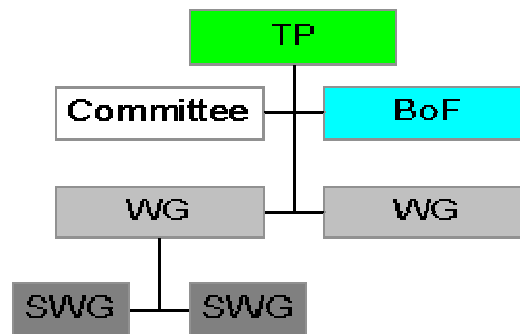


Figure 1: Example Figure