



# **Enabler Release Definition for MobAd**

Candidate Version 1.0 – 26 Jan 2010

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**Open Mobile Alliance**  
OMA-ERELD-MobAd-V1\_0-20100126-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]
- [DCD] “Dynamic Content Delivery Technical Specification– Semantics and Transactions”, Version 1.0, Open Mobile Alliance™, OMA-TS-DCD\_Semantics-V1\_0-20081223-C, [URL:http://www.openmobilealliance.org/](http://www.openmobilealliance.org/)
- [MobAd AD] “OMA MobAd Enabler Architecture Document”, Version 1.0  
[URL:http://www.openmobilealliance.org/](http://www.openmobilealliance.org/)
- [MobAd RD] “OMA MobAd Enabler Requirement Document”, Version 1.0  
[URL:http://www.openmobilealliance.org/](http://www.openmobilealliance.org/)
- [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/)

### 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/)
- [MobAd WP] “OMA MobAd Enabler White Paper Document”, Version 1.0  
[URL:http://www.openmobilealliance.org/ftp/Public\\_documents/TP/MobAd\\_BOF/Permanent\\_documents/OMA-WP-MobAd\\_Framework\\_Scope\\_Initiatives-20070515-A.zip](http://www.openmobilealliance.org/ftp/Public_documents/TP/MobAd_BOF/Permanent_documents/OMA-WP-MobAd_Framework_Scope_Initiatives-20070515-A.zip)

## 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

<b>Enabler Release</b>	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.
<b>Minimum Functionality Description</b>	Description of the guaranteed features and functionality that will be enabled by implementing the minimum mandatory part of the Enabler Release.

### 3.3 Abbreviations

<b>BCAST</b>	Broadcast. Refers to the OMA BCAST Enabler
<b>CPA</b>	Cost Per Action
<b>CPC</b>	Cost Per Click
<b>DCD</b>	Dynamic Content Delivery. Refers to the OMA DCD Enabler
<b>ERDEF</b>	Enabler Requirement Definition
<b>ERELD</b>	Enabler Release Definition
<b>MobAd</b>	Mobile Advertisement Enabler
<b>OMA</b>	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 Measurments:** 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 fonctionnality will be supported in a future version.

## 5. Document Listing for MobAd

This section is normative.

Doc Ref	Permanent Document Reference	Description
<b>Requirement Document</b>		
[MobAd_RD]	OMA-RD-Mobile_Advertising-V1_0-20100126-C	Requirement Document for MobAd Enabler
<b>Architecture Document</b>		
[MobAd_AD]	OMA-AD-Mobile_Advertising-V1_0-20100126-C	Architecture Document for MobAd Enabler
<b>Technical Specifications</b>		
[MobAd_TS]	OMA-TS-MobAd_DCD_Adaptation-V1_0-20100126-C	Technical Specification for MobAd Enabler
[MobAd_TS]	OMA-TS-MobAd_BCAST_Adaptation-V1_0-20100126-C	Technical Specification for MobAd Enabler
[MobAd_TS]	OMA-TS-MobAd_Core-V1_0-20100126-C	Technical Specification for MobAd Enabler
<b>Supporting Files</b>		
[MobAd_XSD]	OMA-SUP-XSD_mobad_messages-V1_0-20100126-C	XML Schema for the MobAd Content-package Public Reachable Information: Path: <a href="http://www.openmobilealliance.org/tech/profiles">http://www.openmobilealliance.org/tech/profiles</a> Name: mobad_messages-V1_0.xsd

**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.

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

Table 2: ERDEF for MobAd Client-side Requirements

## 8. ERDEF for MobAd – Server Requirements

This section is normative.

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

**Table 3: ERDEF for MobAd Server-side Requirements**

## Appendix A. Change History

(Informative)

### A.1 Approved Version History

Reference	Date	Description
n/a	n/a	No prior version

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

Document Identifier	Date	Sections	Description
Draft Versions OMA-ERELED-MobAd-V1_0	29 Jan 2008	All	Incorporated the following Input document: OMA-REQ-MobAd-2008-0006R01-INP_MobAd_ERELED_draft
	08 Jul 2008	All	Updated the section 5
	05 Aug 2008	n/a	Status changed to Candidate by TP TP Ref # OMA-TP-2008-0282R01- INP_MobAd_V1.0_RD_for_Candidate_Approval
	21 Nov 2008	Section 5	Updated the section 5 with MobAd AD draft
	27 Apr 2009	2, 3, 5	Section 5 updated Application of 2009 template and clean-up of sections 2 and 3 by DSO
Candidate Version: OMA-ERELED-MobAd-V1_0	12 May 2009	All	Status changed to Candidate by TP: OMA-TP-2009-0188-INP_MobAd_V1_0_AD_for_Candidate_Approval Editorial fix: History box
Draft Versions OMA-ERELED-MobAd-V1_0	16 Jun 2009	All	Implemented agreed change: OMA-CD-MobAd-2009-0103R01-INP_MobAd_update_to_the_ERELED Editorial fix: History box fixed to show candidate status of 12 May 2009 Document listing updated with latest documents
	24 Jun 2009	5	Section 5 updated.
	25 Jun 2009	5	Section 5 updated.
Candidate Version: OMA-ERELED-MobAd-V1_0	07 Jul 2009	All	Status changed to Candidate by TP: OMA-TP-2009-0303-INP_MobAd_V1_0_AD_for_Notification.doc
Draft Versions OMA-ERELED-MobAd-V1_0	05 Nov 2009	5	Section 5 updated
	04 Jan 2010	5	Section 5 updated
	05 Jan 2010	5	Section 5 updated
	08 Jan 2010	5	Editorial correction in Section 5 regarding xsd file
Candidate Version: OMA-ERELED-MobAd-V1_0	26 Jan 2010	All	Status changed to Candidate by TP: OMA-TP-2010-0007-INP_MobAd_V1_0_ERP_for_Candidate_Approval