Enabler Release Definition for MobAd

Candidate Version 1.0 – 08 Apr 2010

Open Mobile Alliance

OMA-ERELD-MobAd-V1_0-20100408-C

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Contents

Tables

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/

[MobAd AD]   "OMA MobAd Enabler Architecture Document", Version 1.0
                    URL:http://www.openmobilealliance.org/

[MobAd RD]   "OMA MobAd Enabler Requirement Document", Version 1.0
                    URL: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

[SCRRULES]   "SCR Rules and Procedures", Open Mobile Alliance™, OMA-ORG-SCR_Rules_and_Procedures,
                    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/

[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

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 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.

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 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 functionnality will be supported in a future version.

5. Document Listing for MobAd

This section is normative.

Doc Ref	Permanent Document Reference	Description
Requirement Document		
[MobAd_RD]	OMA-RD-Mobile_Advertising-V1_0-20100126-C	Requirement Document for MobAd Enabler
Architecture Document		
[MobAd_AD]	OMA-AD-Mobile_Advertising-V1_0-20100126-C	Architecture Document for MobAd Enabler
Technical Specifications		
[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_0-20100408-C	Technical Specification for MobAd Enabler
Supporting Files		
[MobAd_XSD]	OMA-SUP-XSD_mobad_messages-V1_0-20100126-C	XML Schema for the MobAd Content-package Public Reachable Information: Path: http://www.openmobilealliance.org/tech/profiles 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-ERELD-MobAd-V1_0	29 Jan 2008	All	Incorporated the following Input document: OMA-REQ-MobAd-2008-0006R01-INP_MobAd_ERELD_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-ERELD-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-ERELD-MobAd-V1_0	16 Jun 2009	All	Implemented agreed change: OMA-CD-MobAd-2009-0103R01-INP_MobAd_update_to_the_ERELD 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-ERELD-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-ERELD-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-ERELD-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
Draft Versions OMA-ERELD-MobAd-V1_0	30 Mar 2010	5	Section 5 updated
Candidate Version: OMA-ERELD-MobAd-V1_0	08 Apr 2010	All	Status changed to Candidate by TP: OMA-TP-2010-0182-INP_MobAd_V1_0_ERP_for_Notification