adf@st

Internet artwork delivery system

AdF@st and AdsML: Introduction & Overview

Tony Stewart October 2007

adf@st Adobe AdWeb:// MARKZ WARE OneVision vio The Newspaper Society

Summary of presentation

❑AdF@st - background to the business

❑Rationalle

❑Reasons for using AdsML

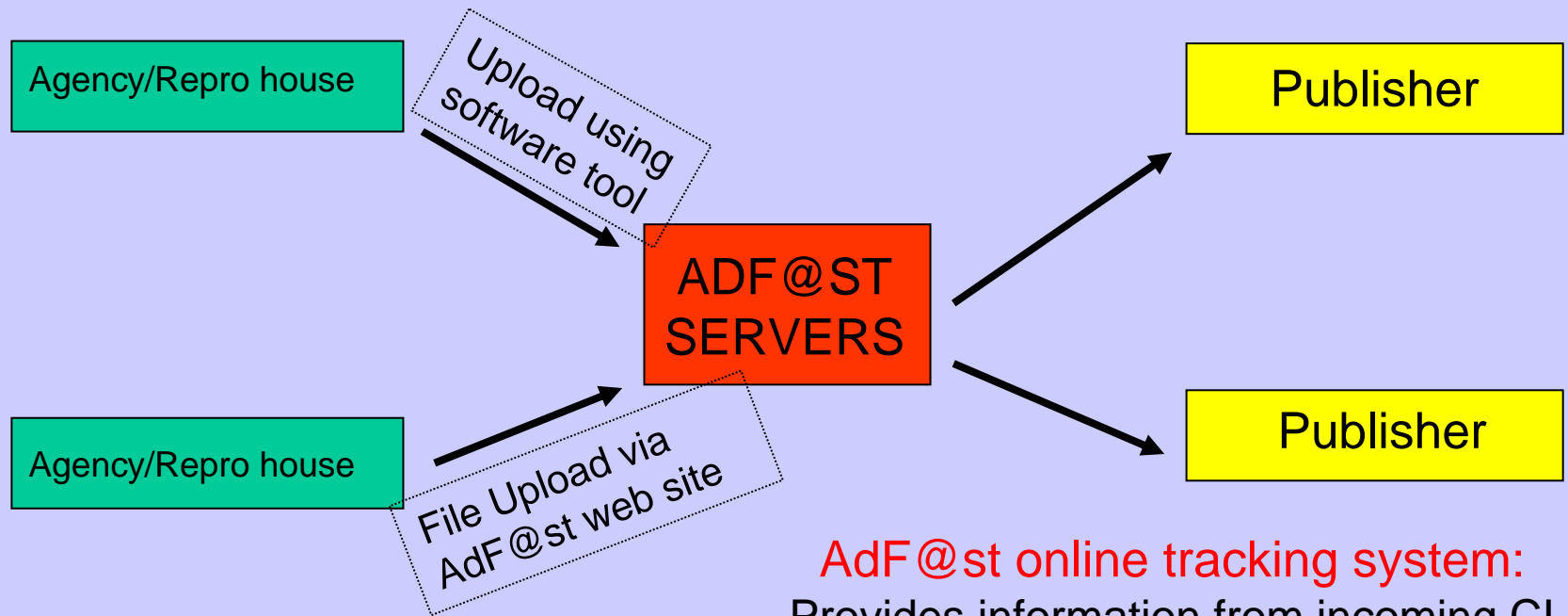❑How we are using AdsML

❑Implementation/Questions

What is AdF@st?

- A single portal to handle delivery of artwork across most of the UK newspaper industry.

- Owned and operated by the Newspaper Society - a UK industry body representing over 120 daily and 1200 weekly titles across the UK

- Now handles over 1.25m files per annum, being over 75% of incoming artwork to all subscribing titles

AdF@st system overview

Agency/Repro house

Upload using software tool

Agency/Repro house

File Upload via AdF@st web site

ADF@ST SERVERS

Publisher

Publisher

AdF@st online tracking system:
Provides information from incoming CI messages, logs and reports of all relevant activity

Rationale

❑ AdF@st recognises the need for a standard and relevant set of messages to cover the complete range of business activities in the publishing sector

❑ AdF@st is striving to make its own systems compatible with this aim, and thereby to set a lead in the field to encourage similar activity from other players across the industry
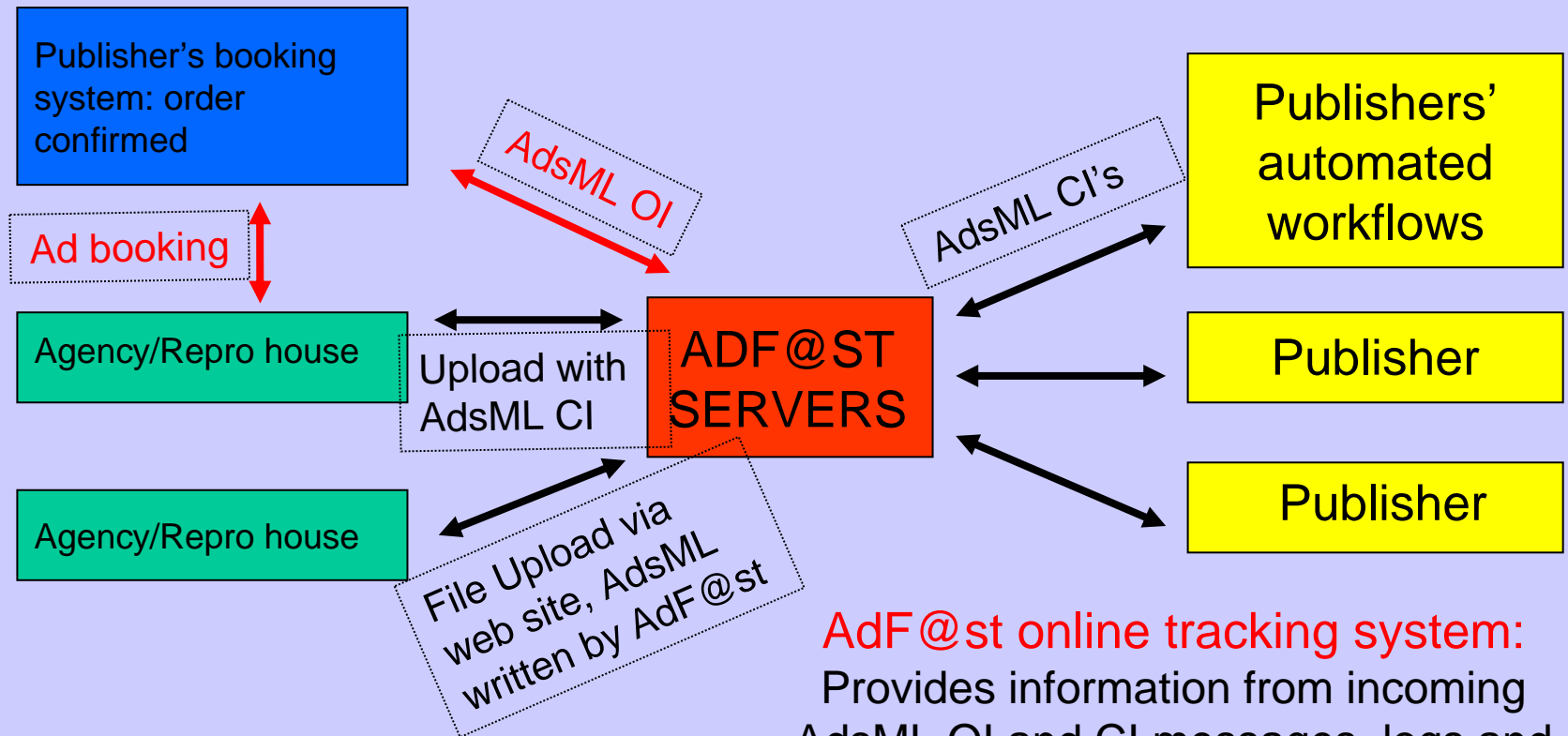
Reasons for using AdsML

❑ To improve the quality of information accompanying incoming artwork files

❑ To allow AdF@st to use information supplied by publishers' booking systems and link this to appropriate artwork when it arrives at AdF@st

❑ Use of a 'standard' language - AdsML - will facilitate other systems integrating with AdF@st, and will make future AdF@st development easier to implement

AdF@st system overview

AdsML copy and order instructions

Publisher's booking system: order confirmed

Ad booking

AdsML OI

Agency/Repro house

Upload with AdsML CI

ADF@ST SERVERS

AdsML CI's

Publishers' automated workflows

Publisher

Publisher

Agency/Repro house

File Upload via web site, AdsML written by AdF@st

AdF@st online tracking system: Provides information from incoming AdsML OI and CI messages, logs and reports of all relevant activity

adf@st   Adobe   AdWeb://   MARKZ WARE   OneVision   uio   The Newspaper Society

How are we using AdsML

❑ Defined projects in line with systems and business development

❑ Project 1 - replace proprietary XML CI with AdsML Materials message to publishers

❑ Project 2 - accept incoming files accompanied with AdsML materials message

❑ Project 3 - accept AdsML messages from booking systems about forthcoming orders - 'Order Awareness'

Implementation

- ❑ Support from AdsML Technical Working Group

- ❑ Project 1 implemented January 2007

- ❑ Project 2 message out for review. Implement autumn 2007

- ❑ Projects 3 provisionally planned for winter 2007

- ❑ Further projects thereafter as identified

Questions???