AdsML implementation
actual status
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Connecting media and advertisers

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- 4 segments
  - Search & Find
    - LTV (Yellow pages), local.ch, etc.
  - MediaSales
    - Publicitas
      - International, cinecom, web2com, radiotele, etc.
      - Worldwide (Europe, US, Latin America, Asia, India…)
  - Digital marketing & services
    - Zanox.de, etc.
  - Custom & contract publishing
- 2.5 Billions Swiss Francs a year

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Publicitas

- we are in print, online and digital advertisement markets
- we deserve a very huge customer base over direct selling, points of sales, online systems and data exchanges
- we deliver ads to more then 3'000 publications in Switzerland and abroad
- we handle more then 2'000'000 ads a year in Switzerland
- we represent more than 4'000 titles worldwide
- we exchange administrative and production data
- we act as a HUB in the market reason why we decided to support AdsML from the very beginning
- we have implemented various parts of the standard

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AdsMLEnvelope

- PubliHUB was designed to enable multiple application integration and acts as a "service bus" based on business documents
- Application integration can be achieved by standard file-exchange plugins (or connectors) or by specific Java classes that are responsible for message integration between the core hub and specific applications
  - The architecture and functionality of a plug-in is only constrained by the interface that the plug-in must implement to enable seamless communication with the core hub.
  - The message routing between the core hub and the plug-ins is defined by associating business relevant information : sender's ID, receiver's ID and message Type
  - The HUB is able to use various transport mechanisms (FTP, mail, SOAP…)
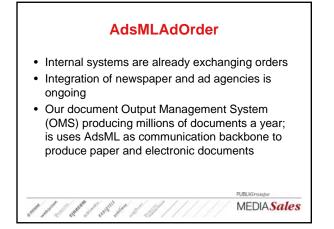
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AdsMLAdMaterial

- Our supply chain management system is in production since December 07
- Implementation is going on with major swiss players
- Different suppliers have implemented the needed interfaces
- We will replace, for more then 250 publications, the actual delivery system with our AdsML based one during the next months

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AdsMLAdOrder

- Internal systems are already exchanging orders
- Integration of newspaper and ad agencies is ongoing
- Our document Output Management System (OMS) producing millions of documents a year; is uses AdsML as communication backbone to produce paper and electronic documents

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AdsMLProofOfPublication

- Our digital tearsheet solution uses AdsML to communicate between components along the processing chain, it is in production for some selected titles

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AdsMLStructuredDescription

- Our content management system for online ads (> 50'000 objects a day) stores ads in a normalized way; at the entry each specific format is converted do SD, stored in the Repository, before it is sent back to various platforms in specific formats based on publication parameters

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About AdsML

- Covers a lot of our business processes
- Is a coherent framework
- Is well structured and organized
- Is well documented
- Is a excellent basis to build upon
- Requires additional specific work for our projects
- Helps us implement new partnerships faster
- *So, why should we reinvent the wheel ?*

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