Simplifying, Accelerating Advertising Processes
For the Digital Information Age

PRESS RELEASE
FOR IMMEDIATE RELEASE

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ADSML FRAMEWORK 3.5, RELEASE 1 ISSUED:
INTERACTIVE BOOKINGS,
MEDIA RATE CARD FOR PUBLIC REVIEW

Interactive advertising now supported across the entire AdsML workflow

DARMSTADT, Germany – 25 August 2009 – AdsML Framework 3.5, Release 1 is an interim release of the AdsML Framework which contains many new features that are being made available for public review and comment.

Major additions include support for interactive advertising across the complete business chain, from rate card to invoicing and proof of publication, as well as the completely new AdsML Media Pack specification supporting media rate cards.

There are also a number of smaller improvements, especially in AdsML Bookings and AdsML Proof of Publication.

Specifications in this release have Proposed status, which means they are believed to be stable but are subject to change based on user feedback. Organizations wishing to benefit from the features contained in this release, and willing to accommodate the minor changes that may occur before the specifications are approved, are encouraged to begin working with it.

"Being a truly cross-media standard was one of our objectives from the start, but first we had to build the infrastructure and ensure that the print workflow was properly supported. Now AdsML is ready for the online world as well." says Harald Löffler, Research Manager at WAN-IFRA.

Kärkimedia of Finland is a media broker company owned by 34 major Finnish newspapers and offers a nationwide intermedia solution for major Finnish advertisers. "In 2010 we are going to offer the electronic media rate card for media agencies for their system update. This will be based on the AdsML rate card." says Tapani Huovinen, Production Manager at Kärkimedia. "Without the AdsML Framework our work would have been much harder and also more expensive.''

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About the AdsML Framework

The AdsML Framework for E-Commerce Business Standards for Advertising (AdsML Framework) is the first international data-exchange standard for managing the electronic transfer of information throughout the advertising industry, for all distribution channels. For additional information, visit http://www.adsml.org.

About the AdsML Consortium and its Partners

The mission of the AdsML Consortium is to develop an open standard that will unify and extend existing advertising standards and automate advertising business processes — across all types of media, for all stages of the lifecycle of an advertisement, across all segments of the advertising industry, worldwide. It is supported by WAN-IFRA, a leading international association for newspaper and media publishing and the Newspaper Association of America (NAA), which represents more than 2,000 newspapers in the U.S. and Canada.

PubliGroupe is a strategic partner of the Consortium. The Consortium's other members include a list of prominent companies and organizations united to create a set of media-neutral, internationally-adopted specifications and business processes for the exchange of advertising information and content across all platforms.

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