Simplifying, Accelerating Advertising Processes
For the Digital Information Age

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Specifications for Invoicing, Proof of Publication Lead 'Release Candidates' in AdsML 3.0 Release 2

Two financial specifications close the 'order-to-invoice' loop of advertising business processes; public comment invited

Darmstadt, Germany—25 April 2007.

Invoices, credits, and e-tearsheets are the focus of the new release issued today by the AdsML Consortium. With AdsML 3.0 Release 2 — which spotlights AdsMLFinancials and AdsMLProofOfPublication — advertisers will attain a level of benefits from implementing the AdsML Framework that only publishers enjoyed until now.

"These are the specifications advertisers, advertising agencies and the vendors who support them have been waiting for," says AdsML Chair Harald Löffler. "There are now stable AdsML specifications for the entire advertising process, beginning with the ad order and ending with publication and invoicing. For the print portion of the advertising industry, the AdsML Framework is complete."

Ready for Pilot Projects, Early-stage Production Implementations.

As "release candidates," the financial and proof-of-publication (e-tearsheets) specifications await further public comment and member-wide approval through e-balloting on their adoption before they received the "Approved" designation. However, developers consider both specifications highly stable and expect that changes resulting from the comments period will be minor.

Also included in AdsML 3.0 Release 2 is a patched set of Ad Ticket XMP panels, updated versions of the Controlled vocabularies and TypeLibrary schemas and a copy of the requirements that will guide the addition of Interactive Bookings support to the next version of the AdsMLBookings specification. Substantial other capabilities will be added to AdsMLBookings during the next six month development cycle.

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.

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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 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.

The Consortium's strategic partners are Agfa, Associated Newspapers, Ltd., IDEAlliance, Ifra , News International Newspapers, Publigroupe and Time Inc. The Consortium's members include a growing list of 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.

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