



*Simplifying, Accelerating Advertising Processes  
For the Digital Information Age*

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***PRESS RELEASE***  
***FOR IMMEDIATE RELEASE***

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## **Member Approval of AdsML Framework 3.0 Release 3 Completes Specification Development for Print Media; Interactive Is Next**

DARMSTADT, GERMANY — AdsML Consortium members voted to approve AdsML Framework 3.0 Release 3. In doing so, they confirmed the viability of financial and proof of performance specifications that allow advertisers to receive this key information in a consistent fashion.

Included in AdsML 3.0 Release 3 is a minor schema update pertaining to AdTicket XMP panels and a first release of maintenance updates for the Bookings and Materials specifications. Go to [www.adsml.org](http://www.adsml.org) to download the newly approved release and for additional information.

"With this release," says Tony Stewart, director of consulting, RivCom Inc., and chair of the AdsML Technical Working Group, "we not only have the new financial and proof of performance specifications available, but we've also upgraded the bookings and materials specifications — previously approved — to work seamlessly with them. For the first time, we have robust, stable and interoperable specifications for the entire, end-to-end advertising workflow."

John Iobst, vice president of Technology, Newspapers Association of America (NAA), and vice chair of the AdsML Consortium, points out that "Publishers who chose to work with advertisers and provide daily invoicing and proof of performance can significantly accelerate the invoice reconciliation process, which will allow the contracted payment schedule to proceed as agreed upon."

### **Standards make print media 'easier to do business with.'**

Newspapers and magazines that have been standing by for the print media specifications to be completed will be pleased with the flexibility and richness built in to the suite of specifications. AdsML 3.0 Release 3 is designed to meet all contingencies within the broader international market. While no organization will need every part of the standards suite, the capabilities are available to those who need them.

"Becoming easier to do business with is a key deliverable for our industry", said John Kimball, NAA's chief marketing officer. "The improved accuracy of invoicing coupled with measurably better proof of performance puts AdsML at the heart of this initiative."



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#### **Next: Interactivity — specifications for online advertising.**

The next phase in the AdsML Consortium's broader specification development mission — interactive advertising for Internet-based businesses — is the challenge the Consortium takes up in 2008. Developers aim to release a proposed interactive specification for review and comment by next fall.

#### **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 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, 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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