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PRESS RELEASE

FOR IMMEDIATE RELEASE

AdsML Financial and Proof of Publication Schemas Released for Public Review, Comment

Proposed AdsML Framework 3.0 Release 1 Specifications Cap Standards Development for Lifecycle of Print Advertisements

DARMSTADT, Germany, 6 October 2006.

The first AdsML specifications for financial advertising processes for print media — AdsML Financials and AdsML Proof of Publication — are open to public review and comment. The proposed standards for e-invoices and e-tearsheets/e-proofs are included in AdsML Framework 3.0 Release 1, issued this week. Framework 3.0 also includes the just approved and published AdsML 2.0 Release 8. Both releases are available at www.adsml.org.

“At this point in the development of the AdsML Framework, we are soliciting user experiences and feedback to refine and strengthen the new Financials and Proof of Publication specifications,” says AdsML’s Technical Working Group Chair Tony Stewart, director of consulting for Rivcom Inc. in New York, N.Y. USA. “Framework 3.0 is the release that should be downloaded by industry users interested in previewing and testing these proposed specifications, or indeed any of our standards. Future updates to the Framework will be guided by the responses that we receive now.”

Specification development for print advertisements completed

“Development and release of the proposed Framework 3.0 specifications caps an industry-wide effort that began four years ago in Barcelona, Spain,” notes AdsML Consortium Chair John W. Iobst, PhD, vice president of operations for the Newspaper Association of America, Vienna, Va. USA. “This process engaged every sector of the global print advertising industry and attests not only to the need for these specifications, but to the international advertising community’s determination that a single suite of standards govern advertising e-commerce throughout the world, wherever ads appear.”

Guy Gleysteen, vice president of Paper & Digital Development at Time Inc., New York, N.Y. USA, adds, “AdsML continues to make important progress as evidenced by the latest e-invoice and e-tearsheet specifications release. Publishers are working actively to implement electronic transactions with advertising agencies, and each of these AdsML releases represents critical progress in that effort.”

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About the AdsML Framework

The AdsML Framework for E-Commerce Business Specifications for Advertising (AdsML Framework) is the first international data-exchange initiative for managing the electronic transfer of information between all trading partners in the print-media advertising supply chain.

About the AdsML Consortium and Its Partners

The AdsML Consortium has developed an open specification for e-commerce that has unified and extended existing initiatives for print-media advertising and advanced the capability for automating the print-media advertising supply chain. The AdsML Framework specifications ultimately will govern all other types of advertising media, through all stages of an advertisement's lifecycle, for all segments of the worldwide advertising industry.

The Consortium is sponsored by Ifra, a leading international association for newspaper and media publishing, IDEAlliance, a leader in information-technology solutions for the graphic arts print industry, 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. and Time Inc. The Consortium's members include more than 70 companies and organizations united to create a set of media-neutral, internationally-adopted specifications and business processes for the digital exchange of advertising information and content.

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