Reference Release Definition for In-Game Advertising

Candidate Version 1.0 – 06 Jul 2010

Open Mobile Alliance

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1. Scope

The scope of this document is limited to the Reference Release Definition of IGA 1.0 according to OMA Release process and the Reference Release document baseline listed in section 5.

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2. References

2.1 Normative References

[RFC2119] "Key words for use in RFCs to Indicate Requirement Levels", S. Bradner, March 1997, URL:http://www.ietf.org/rfc/rfc2119.txt

[SCRRULES] "SCR Rules and Procedures", Open Mobile Alliance™, OMA-ORG-SCR_Rules_and_Procedures, URL:http://www.openmobilealliance.org/

[IGA-RD] "In Game Advertising Requirement Document", Open Mobile Alliance™, OMA-RD-IGA-V1_0, URL: http://www.openmobilealliance.org/

[IGA-AD] "In Game Advertising Architecture", Open Mobile Alliance™, OMA-AD-IGA-V1_0, URL: http://www.openmobilealliance.org/

2.2 Informative References

[OMADICT] "Dictionary for OMA Specifications", Version 2.7, Open Mobile Alliance™, OMA-ORG-Dictionary-V2_7, URL:http://www.openmobilealliance.org/

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3. Terminology and Conventions

3.1 Conventions

The key words “MUST”, “MUST NOT”, “REQUIRED”, “SHALL”, “SHALL NOT”, “SHOULD”, “SHOULD NOT”, “RECOMMENDED”, “MAY”, and “OPTIONAL” in this document are to be interpreted as described in [RFC2119].

All sections and appendixes, except “Scope” and "Release Version Overview" are normative, unless they are explicitly indicated to be informative.

3.2 Definitions

Reference Release	A set of specifications and/or white papers which form a formal deliverable of OMA. The release can be referenced or otherwise used to support implementable enabler releases, but it cannot by itself be implemented in products.
Reference Release Definition	A definition of the documents that are included in a Reference Release.
IGA-Client	See definition in [IGA-RD]
IGA-Server	See definition in [IGA-RD]

3.3 Abbreviations

IGA	In Game Adveritising
IGA-C	IGA Client
IGA-S	IGA Server
OMA	Open Mobile Alliance
OMNA	Open Mobile Naming Authority
RRELD	Reference Release Definition

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4. Release Version Overview

The In Game Adveritising (IGA) Reference Release provides requirements and architectural principles for game developer from advertisement-related consideration. Another objective of IGA are identifying related functionalities which enable the models and to focus game-ad specific usecases and functionalities which could not be covered by other OMA enablers.

IGA releases cover In-game advertising models, Ads handling in game, Best-practice and case for in-game advertising.

IGA was originally planned as an Enabler which would have included Technical Specifications of interfaces and protocols. However, work on these Technical Specifications was suspended in 2010 and it was decided to conserve the IGA RD [IGA-RD] and AD [IGA-AD] as a Reference Release for future reference in OMA. The possibility of resuming Technical Specification work at some point in the future, and turning IGA into an Enabler, is not discarded.

4.1 Version 1.0 Functionality

The IGA 1.0 Reference Release considers the following functionality:

- **In-game advertising models** :
  - AD inventory models, e.g. background ad-image, ad-shape stage, ad-BGM (Background Music), etc.
  - Metadata for the inventory models
  - Interface between game client and server for IGA
- **Ads handling in game** :
  - Separate ad-metrics from game-metrics
  - Related metadata
  - Interface between IGA and other related enablers
- **Best-practice and case for in-game advertising**: to stimulate the market adaptation, it should research the current technology, market status, best-practice and case. In addition, OMA provides well-documented guidance to potential users of IGA such as operators, solution vendors and game developers.

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5. Document Listing for IGA 1.0 Enabler

This section is normative.

Doc Ref	Permanent Document Reference	Description
Requirement Document		
[IGA_RD]	OMA-RD-IGA-V1_0-20100316-C	Requirement Document for IGA Reference Package
Architecture Document		
[IGA_AD]	OMA-AD-IGA-V1_0-20100504-C	Architecture Document for IGA Reference Package
Technical Specifications		
Supporting Files		

Table 1: Listing of Documents in IGA 1.0 Enabler

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6. OMNA Considerations

There are no OMNA considerations for the IGA V1.0 Reference Release..

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Appendix A. Change History (Informative)

A.1 Approved Version History

Reference	Date	Description
n/a	n/a	No prior version –or- No previous version within OMA

A.2 Draft/Candidate Version 1.0 History

Document Identifier	Date	Sections	Description
Draft Versions OMA-ERELD-IGA-V1_0	07 Jan 2010	All	Initial version
	02 Feb 2010	5	Updated Document Listing
	03 Feb 2010	5	Updated Document Listing
	24 Feb 2010	5	Updated Document Listing
	14 Apr 2010	5	Updated Document Listing
Candidate Version OMA-ERELD-IGA-V1_0	04 May 2010	All	Status changed to Candidate by TP TP Ref# OMA-TP-2010-0195- INP_IGA_1_0_AD_for_Candidate_approval
Draft Versions OMA-RRELD-IGA-V1_0	26 May 2010	All	Status changed to Draft. Changed from ERELD to RRELD accordingly to: TP Ref# OMA-TP-2010-0218- INP_Transform_IGA_WID_from_ER_to_RR
Candidate Version OMA-RRELD-IGA-V1_0	06 Jul 2010	All	Status changed to Candidate by TP TP Ref# OMA-TP-2010-0267- INP_IGA_V1_0_RRP_for_Candidate_Approval

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