



Enabler Release Definition for MobAd

Candidate Version 1.0 – 05 Aug 2008

Open Mobile Alliance
OMA-ERELD-MobAd-V1_0-20080805-C

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1. Scope

The scope of this document is limited to the Enabler Release Definition of MobAd according to OMA Release process and the Enabler Release specification baseline listed in section 5.

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](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/](http://www.openmobilealliance.org/)
- MobAd RD “OMA MobAd Enabler Requirement Document”, Version 1.0
[URL :http ://www.openmobilealliance.org/](http://www.openmobilealliance.org/)
- MobAd WP “OMA MobAd Enabler White Paper Document”, Version 1.0
http://www.openmobilealliance.org/ftp/Public_documents/TP/MobAd_BOF/Permanent_documents/OMA-WP-MobAd_Framework_Scope_Initiatives-20070515-A.zip

2.2 Informative References

- [OMADICT] “Dictionary for OMA Specifications”, Version x.y, Open Mobile Alliance™,
OMA-ORG-Dictionary-Vx_y, [URL:http://www.openmobilealliance.org/](http://www.openmobilealliance.org/)

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”, “Release Version Overview” and “Conformance Requirements Notation Details”, are normative, unless they are explicitly indicated to be informative.

The formal notation convention used in sections 7 and 8 to formally express the structure and internal dependencies between specifications in the Enabler Release specification baseline is detailed in [SCRRULES].

3.2 Definitions

Enabler Release	Collection of specifications that combined together form an enabler for a service area, e.g. a download enabler, a browsing enabler, a messaging enabler, a location enabler, etc. The specifications that are forming an enabler should combined fulfil a number of related market requirements.
Minimum Functionality Description	Description of the guaranteed features and functionality that will be enabled by implementing the minimum mandatory part of the Enabler Release.

3.3 Abbreviations

ERDEF	Enabler Requirement Definition
ERELED	Enabler Release Definition
OMA	Open Mobile Alliance
MobAd	Mobile Advertisement Enabler
CPA	Cost Per Action
CPC	Cost Per Click

4. Release Version Overview

This release of the MobAd Enabler provides a set of documents that include a white paper (mobile advertisement framework), a requirement document, an architecture document and technical specification document(s) to cover the scope of the mobile advertisement enabler.

The key functionalities covered by this release are:

Personalization and contextualisation of Advertisements: The MobAd Enabler will specify mechanisms related to the user profile and context as well as mechanisms related to the associated content, that will be used to personalise and contextualise advertisements to be sent to a given user. For the purpose, the MobAd Enabler will specify selecting, filtering, scanning mechanisms among others. These functions are critical for the success of Mobile Advertising Services.

Support of interactivity and user interaction with Advertisements: The MobAd Enabler will specify how to 'use' interactive advertisement. The content formats of ads are out of scope of the MobAd enabler. The purpose of the MobAd Enabler is to handle various user interactions with advertisements.

Advertising Metrics Measurements: The MobAd Enabler will specify metrics data collection and mechanisms to achieve the measurement of advertisement campaign based on users behaviours. These functions will support the contextualisation and personalisation of ads for a given user or group of user as well as will enable different charging models (CPC, CPA, other).

4.1 Version 1.0 Functionality

The Version 1.0 release of the MobAd Enabler contains all functions described in the above paragraph.

Some functions are optional.

4.2 Next Version Functionality

Among the optional functions of the MobAd Enabler Release 1.0 the content scanning function will be mandatorily supported in this next version. As a consequence additional associated mechanisms, data, may be specified in this next version.

5. Document Listing for MobAd

This section is normative.

Doc Ref	Permanent Document Reference	Description
Requirement Document		
[MobAd_RD]	OMA-RD-Mobile_Advertising-V1_0-20080805-C.doc	Requirement Document for MobAd Enabler
Architecture Document		
Technical Specifications		
	Note: this section will be developed later	
Supporting Files		

Table 1: Listing of Documents in MobAd Enabler

6. Conformance Requirements Notation Details

This section is informative

The tables in following chapters use the following notation:

- Item:** Entry in this column **MUST** be a valid `ScrItem` according to [SCRRULES].
- Feature/Application:** Entry in this column **SHOULD** be a short descriptive label to the **Item** in question.
- Requirement:** Expression in the column **MUST** be a valid `TerminalExpression` according to [SCRRULES] and it **MUST** accurately reflect the architectural requirement of the **Item** in question.

7. ERDEF for MobAd – Client Requirements

This section is normative.

Item	Feature / Application	Requirement
OMA-ERDEF-<<ENABLER>>-C-001-<<M/O>>	<<ENABLER>> Client	

Table 2: ERDEF for MobAd Client-side Requirements

8. ERDEF for MobAd – Server Requirements

This section is normative.

Item	Feature / Application	Requirement
OMA-ERDEF-<<ENABLER>>-S-001-<<M/O>>	<<ENABLER>> Server	

Table 3: ERDEF for MobAd Server-side Requirements

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 Version OMA-ERELD-MobAd-V1_0-20080129-D	29 Jan 2008	All	Incorporated the following Input document: OMA-REQ-MobAd-2008-0006R01-INP_MobAd_ERELD_draft
Draft Version OMA-ERELD-MobAd-V1_0-20080708-D	08 Jul 2008	All	Updated the section 5
Candidate Version OMA-ERELD-MobAd-V1_0-20080805-C	05 Aug 2008	n/a	Status changed to Candidate by TP TP Ref # OMA-TP-2008-0282R01- INP_MobAd_V1.0_RD_for_Candidate_Approval