



Enabler Release Definition for MobAd

Approved Version 1.0 – 20 Mar 2012

Open Mobile Alliance
OMA-ERELD-MobAd-V1_0-20120320-A

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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

- [BCAST]
- [DCD] “Dynamic Content Delivery Technical Specification– Semantics and Transactions”, Version 1.0, Open Mobile Alliance™, OMA-TS-DCD_Semantics-V1_0-20081223-C, [URL:http://www.openmobilealliance.org/](http://www.openmobilealliance.org/)
- [MobAd AD] “OMA MobAd Enabler Architecture Document”, Version 1.0
[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/)
- [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/)

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

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

BCAST	Broadcast. Refers to the OMA BCAST Enabler
CPA	Cost Per Action
CPC	Cost Per Click
DCD	Dynamic Content Delivery. Refers to the OMA DCD Enabler
ERDEF	Enabler Requirement Definition
ERELD	Enabler Release Definition
MobAd	Mobile Advertisement Enabler
OMA	Open Mobile Alliance

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 use 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 Measurments: 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).

This release of the MobAd Enabler contains the mandatory core technical specification and also provides optional adaptation specifications to the DCD Enabler [DCD] and to the BCAST Enabler [BCAST].

4.1 Version 1.0 Functionality

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

Some functions are optional.

4.2 Next Version Functionality

The content scanning fonctionnality will be supported in a future 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_0-20120320-A	Requirement Document for MobAd Enabler
Architecture Document		
[MobAd_AD]	OMA-AD-Mobile_Advertising-V1_0-20120320-A	Architecture Document for MobAd Enabler
Technical Specifications		
[MobAd_TS]	OMA-TS-MobAd_DCD_Adaptation-V1_0-20120320-A	Technical Specification for MobAd Enabler
[MobAd_TS]	OMA-TS-MobAd_BCAST_Adaptation-V1_0-20120320-A	Technical Specification for MobAd Enabler
[MobAd_TS]	OMA-TS-MobAd_Core-V1_0-20120320-A	Technical Specification for MobAd Enabler
Supporting Files		
[MobAd_XSD]	OMA-SUP-XSD_mobad_messages-V1_0-20120320-A	XML Schema for the MobAd Content-package Public Reachable Information: Path: http://www.openmobilealliance.org/tech/profiles Name: mobad_messages-V1_0.xsd

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
OMA-ERELED-MobAd-V1_0	20 Mar 2012	Status changed to Approved by TP: OMA-TP-2012-0116-INP_MobAd_V1_0_ERP_for_Final_Approval