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Advertising Bureau
Europe

DRAFT



OVAB Europe White Paper Common Industry Data Format

Version 1.0

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Common Industry Data Format | Introduction



Without common industry data format

- Manual effort to import/export from/to other IT-systems
- High costs to develop individual interfaces

With common industry data format

- Learning from other industries
- Using existing software solutions

Common Industry Data Format | History



- 1965:** First EDI Messages: Holland-America Steamship Line sends shipping manifests as telex messages that are automatically converted into computer data
- 1968:** Transportation Data Coordinating Committee formed
- 1982:** EDI Mandated for Automotive Industry. GM and Ford mandate EDI for suppliers
- 1985:** EDIFACT EDI Standard created under the auspices of the United Nations to enable a broader global EDI trading capability
- 2001:** AS2 Communication Standard created, which supports communications of EDI using the Internet

Common Industry Data Format | Phasing



Initialization

- Communication to all relevant parties
- Definition of Project Team

Implementation

- Standard interfaces
- Mapping tables



Prioritization

- Identification of Data

Development

- Interface description
- Best practices integration

Common Industry Data Format | Prioritization

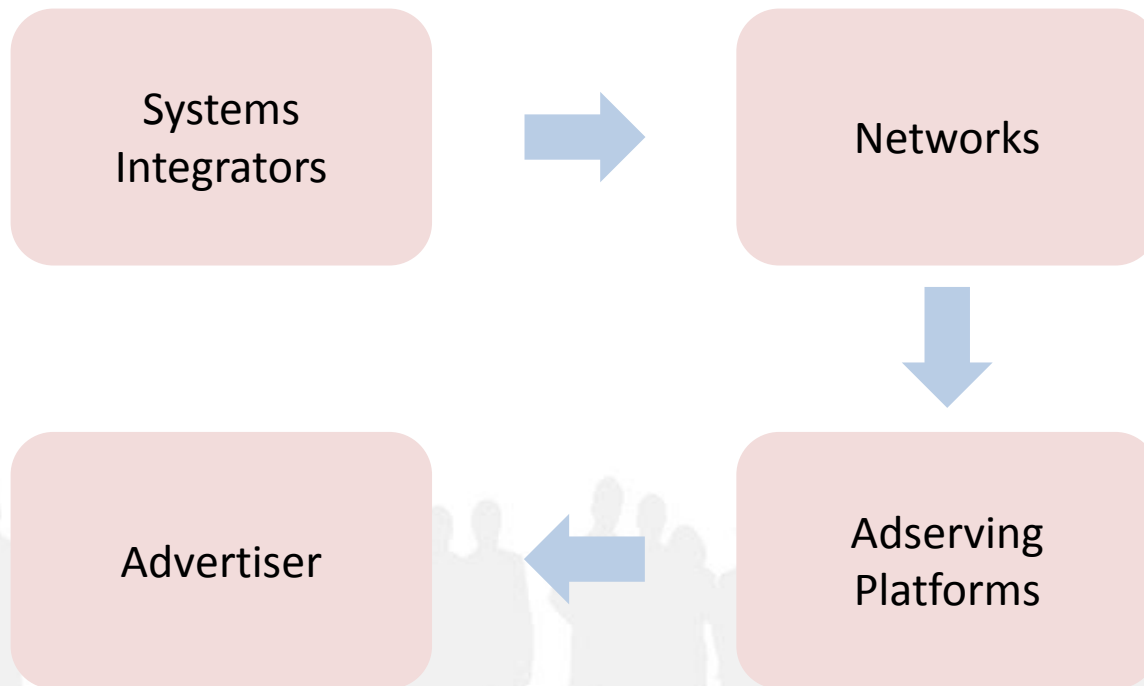


1 Define an Industry Standard for inventory information

2 Define an Industry Standard for invoicing

3 Define an Industry Standard for Proof of Play Reports

Common Industry Data Format | Initialisation



Common Industry Data Format | Tags



- <Inventory>
- <NetworkName>
- <NetworkID>
- <SiteList>
- <Site>
- <SiteID>
- <SiteName>
- <SiteDesc>
- <BusinessCategory>
- <AdditionalInformation>
- <LoopAssignmentList>
- <LoopAssignment>
- <LoopID>
- <LoopStartDate>
- <LoopStartTime>
- <LoopEndDate>
- <LoopEndTime>
- <LoopList>
- <Loop>
- <LoopId>
- <LoopName>
- <LoopLengthInSeconds>
- <SegmentList>
- <Segment>
- <SegmentLengthInSeconds>

Common Industry Data Format | Structure



```
<?xml version="1.0" encoding="utf-8"?>
```

```
<Inventory>
```

```
<NetworkName></NetworkName>
```

```
<NetworkID></NetworkID>
```

```
<SiteList>
```

```
<Site>
```

```
<SiteID></SiteID>
```

```
<SiteName></SiteName>
```

```
<SiteDesc></SiteDesc>
```

```
<BusinessCategory></BusinessCategory>
```

```
<AdditionalInformation></AdditionalInformation>
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```
<LoopAssignmentList>
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<LoopAssignment>
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<LoopEndTime></LoopEndTime>
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</LoopAssignmentList>
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</Site>
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</SiteList>
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<LoopList>
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</Segment>
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</SegmentList>
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</Loop>
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<Loop>
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...
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</Loop>
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```
</LoopList>
```

```
</Inventory>
```

Contact



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