

AdsML Gets Nod

By Bob Trott

AdsML, a data-exchange standard designed to provide one set of specifications for electronically transmitting advertising information to multiple businesses, is moving forward at NEXPO® with new proposals and new supporters of the proposed standard.

The AdsML Consortium Steering Committee approved the initial version of the standard—the AdsML “envelope,” so called because it carries information up and down the advertising supply chain—at a plenary session Saturday. Meanwhile, the next iteration of AdsML already is in the works.

“We’re approving the final requirements on the new work and [giving] final approval of the old work,” says John Iobst, vice president of newspaper operations and research for Technical Solutions LLC, a joint operation of NAA and Ifra, the German-based international organization serving the media publishing and newspaper industry.

AdsML 2.0, which Iobst says is on track for final approval in October, adds functionality to the initial version of the e-commerce exchange specifications released last October.

Based on Extensible Markup Language (XML), AdsML is the first international data-exchange standard for electronically transferring information in the advertising industry. The message format enables the packaging, transmission, verification, validation and routing of advertising content and related data.

One improvement that version 2.0 will add is the ability to capture advertising classification and content information in ads that do not offer such information currently, such as video and graphics. Version 2.0 also will add e-commerce functions.

Some 25 companies are members of the AdsML Consortium. Iobst says The Associated Press will add its name to the roll, signaling a growing enthusiasm for the proposed standard. ■



PHOTO BY W. CHIU

Cheers!

Fredrik Makhester, left, and David Lightfoot of Software Consulting Services in Nazareth, Pa., don boater hats and raise their glasses in a toast to good times during NEXPO 2004 in the nation's capital. Goss International Corp. sponsored Saturday's red, white and blue welcome reception for exhibitors and attendees.