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S T A N D A R D S

Digital Video Subcommittee

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Digital Program Insertion – Advertising Systems Interfaces

Part 1 – Advertising Systems Overview

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1.0 SCOPE (NORMATIVE)

This document presents concepts applicable to all other SCTE 130 parts, leaving most of the normative details to the individual documents. The document introduces the reader to the following SCTE 130 specific topics:

- A high-level view of the SCTE 130 logical services and general setup procedures (i.e., registration, deregistration, etc.)
- An example SCTE 130 logical service configuration
- The message pairing paradigms used throughout the SCTE 130 standard including XML usage and transport considerations
- The overall structure of the SCTE 130 standard

This document also formalizes the collection of SCTE 130 standards that interoperate together. See Section 10.0 for additional details.

2.0 REFERENCES (INFORMATIVE)

The following documents may provide valuable information to the reader. At the time of Subcommittee approval, the editions indicated were valid. All standards are subject to revision; and while parties to any agreement based on this standard are encouraged to investigate the possibility of applying the most recent editions of the documents listed below, they are reminded that newer editions of those documents may not be compatible with the referenced version.

2.1 Informative References

- | | |
|--------------|--|
| [SCTE 35] | ANSI/SCTE 35—Digital Program Insertion Cueing Message for Cable. |
| [SCTE 130-9] | SCTE 130-9: Recommended Practices for SCTE 130 Digital Program Insertion—Advertising Systems Interfaces. |

3.0 COMPLIANCE NOTATION (NORMATIVE)

<i>shall</i>	This word or the adjective “ <i>required</i> ” means that the item is an absolute requirement of this document.
<i>shall not</i>	This phrase means that the item is an absolute prohibition of this document.
<i>forbidden</i>	This word means the value specified <i>shall</i> never be used.
<i>should</i>	This word or the adjective “ <i>recommended</i> ” means that there may exist valid reasons in particular circumstances to ignore this item, but the full implications should be understood and the case carefully weighted before choosing a different course.
<i>should not</i>	This phrase means that there may exist valid reasons in particular circumstances when the listed behavior is acceptable or even useful, but the full implications should be understood and the case carefully weighed before implementing any behavior described with this label.
<i>may</i>	This word or the adjective “ <i>optional</i> ” means that this item is truly optional. One vendor may choose to include the item because a particular marketplace requires it or because it enhances the product, for example; another vendor may omit the same item.
<i>deprecated</i>	Use is permissible for legacy purposes only. Deprecated features may be removed from future versions of this document. Implementations should avoid use of deprecated features.

4.0 DEFINITIONS AND ACRONYMS (INFORMATIVE)

Throughout this standard the terms below have specific meanings. Because some of the terms are defined in other SCTE documents having very specific technical meanings, the reader is referred to the original source for their definition. For terms used within this document, brief definitions are given below.

Endpoint: An address, a Uniform Resource Identifier (URI), or a specific location where a logical service *may* be found and consumed.

Logical Service: A well-defined, self-contained set of functions that is the endpoint of a connection. The logical service has some type of underlying computer system that supports message communication.

Message: The unit of communication between two logical services.

Placement: The decision resulting from a placement opportunity that *may* include a content binding and a set of constraints.

Placement opportunity: A potentially constrained location relative to digital content where ad insertion or content alterations can occur. The alterations *may* include insertions, replacements, or deletions of content in whole or in part. These locations, which contain the opportunity for content insertion, have traditionally been referred to as Avails [[SCTE 35](#)] for linear video content; however, placement opportunity refers to address and time locations where content *may* be placed, regardless of platform (i.e. Video in VOD, Banner Images on Menus and ITV channels, etc.).

Service channel: A message communication path between two logical service endpoints.

This document uses the following abbreviations:

ADS: Ad Decision Service

ADM: Ad Management Service

CIS: Content Information Service

GIS: General Information Service

HTTP: Hypertext Transport Protocol

PODM: Placement Opportunity Data Model

POIS: Placement Opportunity Information Service

SIS: Subscriber Information Service

URI: Uniform Resource Identifier

XML: Extensible Markup Language

5.0 INTRODUCTION (INFORMATIVE)

SCTE 130 is a standardized and extensible message-based interface defining a minimal set of cooperating logical services necessary to communicate placement opportunities, placement decisions, and placement related event data necessary for accountability measurements. This section provides an informative (i.e., non-normative) overview of SCTE 130 and it briefly describes the logical service's unique value in the overall solution. The ensuing sections provide an introductory overview of the logical services specified in the additional cooperating normative standard parts.

Each of the following have been considered in the formulation of this standard and therefore the initial scope of the standard includes, but is not limited to, the following video advertising platforms:

- Video On-Demand
- Traditional Linear Cable

- Advanced Set Top Box Applications
- Digital Video Recorders

SCTE 130 defines an extensible framework of interfaces as a set of advertising system logical services. Within this framework, innovation and variation *may* occur as needed. The logical service interfaces are easily extended to incorporate new semantics when a new feature's implementation spans two or more logical services. When the efficacy of a new feature is established, the standard *may* be revised to include its semantics in the affected interfaces. Thus, the SCTE 130 standard encompasses the following:

1. A minimal set of cooperative logical services needed to implement advanced addressable advertising systems
2. The core data types and extensible message framework forming a vocabulary needed to communicate among the defined logical services
3. The interfaces among these logical services using the core data types and messages
4. Mechanisms for extensibility that allow innovation while preserving backward compatibility with already deployed systems - thereby reducing the complexity for incorporating new features within the standard

The normative parts of this standard are intended to facilitate development and implementation in stages where the early steps enable the largest value-added features and later stages build upon the early work to provide necessary advanced features.

The normative parts of this standard define mechanisms for integrating systems implementing features such as:

- VOD based advertising
- Linear based advertising
- Enhanced advertising capabilities such as ad rotation groups
- Subscriber-based addressing
- Extension points for more advanced advertising, delivery control, or addressing features

The normative parts of this standard do not constrain the packaging of logical services in an implementation.

- A logical service *may* be implemented as one or more physical systems created by the same vendor

- The deployment of a logical service *may* simultaneously include systems from one or more vendors
- An implementation *may* incorporate one or more of the defined logical services and interfaces
- Logical service clients are not limited to the suggested models herein

This standard does not describe how to address consumers or how an advertising decision system decides to place ads. Current privacy laws and regulations are out of scope, but messages are designed to be compliant as *may* be required.

6.0 ADVERTISING SYSTEM LOGICAL SERVICES (INFORMATIVE)

The SCTE 130 standard defines a set of logical services comprising an advanced advertising system. Each logical service *may* itself be a complex system. The standard is cast in terms of the key interface definitions implemented by these logical services. The following interfaces are defined in the normative specifications in SCTE 130 Parts 3 through 6:

- Part 3 Ad Management Service (ADM) / Ad Decision Service (ADS)
- Part 4 Content Information Service (CIS)
- Part 5 Placement Opportunity Information Service (POIS)
- Part 6 Subscriber Information Service (SIS)

The ensuing sections provide a high-level overview and introduction to each of the logical services. A compliant implementation is not required to implement all the services. However, a compliant logical service implements the normative interface definitions for that service. While these sections focus on the logical services and their provided functions, the standard also defines numerous data models incorporated by a logical service to facilitate data exchange. Data models are defined in the individual standards as necessary and are not discussed further herein.

Figure 1 (Section 7) provides an illustration of one possible configuration that *may* be a useful point of reference while reading these descriptions.

6.1 Ad Management Service (ADM)

The Ad Management Service defines messages in support of ad insertion activities. The primary consumer of these messages is an Ad Decision Service (ADS). The message interfaces exposed by an ADM allow for both preconfigured ad decisions as well as real-time fulfillment models. Both models are conveyed using the adm:PlacementRequest and adm:PlacementResponse messages defined in SCTE 130 Part 3. An ADM implementation *may* incorporate some simple ad selection rules (ex. ad rotations) but more complex ad decisions are the responsibility of an ADS.

The defined ADM message interface also supports registration, list registration, and deregistration exchanges. The registration message *may* include filters which a requesting ADS wants applied by an ADM in selecting an ADS to which the ADM *should* direct its adm:PlacementRequest.

ADM detection of a placement opportunity is outside the scope of this standard. However, the ADM *may* be a service consumer of a POIS, a SIS, and/or a CIS in order to obtain such information.

The adm:PlacementRequest message supports extensions to communicate content and client specific metadata. The content metadata *may* be provided by the CIS and how the CIS obtains this information is outside the scope of the standard. The client metadata *may* be acquired from the SIS and again, how the SIS obtains this information is outside the scope of the standard.

Using the adm:PlacementResponse, the ADS supplies placements. The ADS *may* request a change to the current structure within placement opportunities as it deems necessary based on campaign rules and business logic outside the scope of the specification. The standard facilitates a wide range of operations not previously available in earlier advertising systems (e.g., insert, delete, replace, etc.).

Physical topology is outside the scope of this standard as production solutions can be arbitrarily simple or complex potentially ranging from something as simple as an ADS/ADM pair to many systems grouped together to form a single logical service. Each ADS registers with one or more ADM logical services to take responsibility for making ad decisions based on defined criteria. Likewise, each ADM *may* manage one or more physical delivery models (ex. on demand, linear, etc.). This model illustrates the flexibility the SCTE 130 message model supports.

The ADM interfaces and messages are normatively defined in SCTE 130 Part 3 of this standard.

6.2 Ad Decision Service (ADS)

The Ad Decision Service determines how advertising content is combined with non-advertising (i.e. entertainment) content assets. The decisions made by an ADS *may* be straightforward (i.e. specific ad content placed at a specific time in a specific asset) or arbitrarily complex (based on subscriber data, advertising zone, etc.). The internal operation of an ADS is outside the scope of this standard.

An ADS registers with one or more ADMs to make ad decisions for specific content services and/or ad types or other identified criteria. An ADS *may* handle different content types on behalf of many different content owners. It *may* therefore establish multiple logical service channels to separate the different owners. It *may* also establish a single logical service channel and register to perform viewer addressing for multiple content owners on multiple programmers' networks. An example is the ADS establishing a service channel to allow it to handle all local placement opportunities on all channels. The same ADS *may* establish a second service channel

to request to handle all network placement opportunities for a particular channel and a different ADS *may* establish a service channel to allow it to handle all on demand content placement opportunities.

Where multiple ADS systems overlap in areas that they intend to handle, the ADM might limit their scope. However, this decision is implementation specific and outside the scope of the standard.

The ADS interfaces and messages are normatively defined in SCTE 130 Part 3 of this standard.

6.3 Information Services

Several of the logical services within this standard are information providers and the standard collectively refers to these logical services as information services. Given the common structure and function of these information services, the standard introduced SCTE 130 Part 8, the General Information Service (GIS), as a common foundation for all information services. The development of a new information service *should* typically leverage the GIS as its foundation; however, the standard does not mandate this foundational usage.

The GIS standard defines XML types, elements and attributes common to all SCTE 130 information services. The GIS cannot be implemented as a service. Rather, it is a common, abstract definition used as the foundation by the defined SCTE 130 information services (except edition 1 of the SCTE 130 Part 4 Content Information Service (CIS), i.e., SCTE 130-4 2009 and prior revisions, now *deprecated*, which predates the introduction of the GIS).

The GIS syntax and semantics enable query and notification constructs to be provided by a logical service against data models defined and exposed by the logical service. The query construct enables requests to occur on an ad-hoc basis and a consumer *may* call the interface without previously registering. Queries specify values and/or patterns to match against the specified data model and the matched information (or an error indication) is returned in a response message.

A notification requires the completion of a registration process. A consumer *may* register to receive notification messages whenever a real-time change occurs to the data model's data. Similar to queries, a registration request message *may* include filtering criteria limiting the notification scope.

The GIS also defines a mutable (also referred to as 'writable') interface enabling a consumer to modify the information service's data or its data model using these additionally defined XML types and elements. Each data model independently defines its support for this mutable interface by signaling the capability to the consumer. Notification support is defined for both the data model and its data when the mutable interface is provided.

The GIS types, elements and attributes are normatively defined in SCTE 130 Part 8.

6.3.1 Content Information Service (CIS)

The Content Information Service manages metadata describing all the assets (both advertising assets and non-advertising assets) available to the other SCTE 130 logical services. The CIS provides query and notification interfaces to the other logical services. The query service is available on an ad-hoc basis and *may* be called by any other logical service at any time without any prior registration. Queries specify values and/or patterns sought relative to the specified CIS data model and the matching information (or an error indication) is returned in a response message.

A content notification service is provided through a registration process. Any consumer *may* register to receive content notification messages from a CIS whenever a real-time change occurs to the metadata such as the arrival of new matching assets. Similar to queries, the registration request message *may* include filtering criteria limiting the CIS notification scope.

The CIS interfaces and messages are normatively defined in SCTE 130 Part 4 of this standard.

6.3.2 Placement Opportunity Information Service (POIS)

The Placement Opportunity Information Service (POIS) holds, maintains, or retains descriptions of placement opportunities. The POIS *may* also contain attributes and constraints for each placement opportunity, platform compliance, rights, and policies of the content in which the placement opportunity exists. These placement opportunities are content specific; therefore, attributes and constraints *may* vary by network, geographic region, or other content distribution dimension.

Similar to the CIS, the POIS offers query and notification interfaces relative to the supported data models

The POIS interfaces and messages are normatively defined in SCTE 130 Part 5 of this standard.

6.3.3 Subscriber Information Service (SIS)

The Subscriber Information Service manages the per-subscriber information relevant to ad placement decisions. The SIS provides mechanisms surrounding privacy issues.

Similar to the CIS and POIS, the SIS offers query and notification interfaces relative to the supported data models.

The SIS interfaces and messages are normatively defined in SCTE 130 Part 6 of this standard.

7.0 LOGICAL SERVICE CONFIGURATIONS (INFORMATIVE)

Many possible configurations of the logical services described by this standard are possible.

Figure 1 illustrates a simple configuration with a number of variations of deployment among the services. In one case an ADM is shown as a standalone service while in another an ADM and CIS are combined into a single physical server. Many other combinations beyond the illustration in Figure 1 are possible. All communication lines shown in Figure 1 are message sequences defined by the various parts of this standard.

In Figure 1, the systems shown as dark gray boxes are hypothetical and out of the scope of this standard. They are the systems that implement the functions such as detecting placement opportunities (sometimes referred to as cue messages or placement opportunity triggers), inserting ads into a linear stream or processing orders from advertisers for certain type of programming, for example. These systems are implemented by a multitude of vendors and vary widely in the features that they provide. The logical services of this document (shown in the white boxes) provide a standard set of public interfaces to expose the relevant functions of their associated private systems. In this way, the details of how and where content is stored, for example, are kept within a vendor's content storage system and the associated CIS makes the metadata regarding this content available to other logical services.

Figure 1 also illustrates the potential many-to-many relationships among these services. In the example, the ADM associated with the hypothetical VOD system is communicating with a single ADS while the ADS is communicating with two ADMs.

Figure 1 is just one example of the many possible configurations.

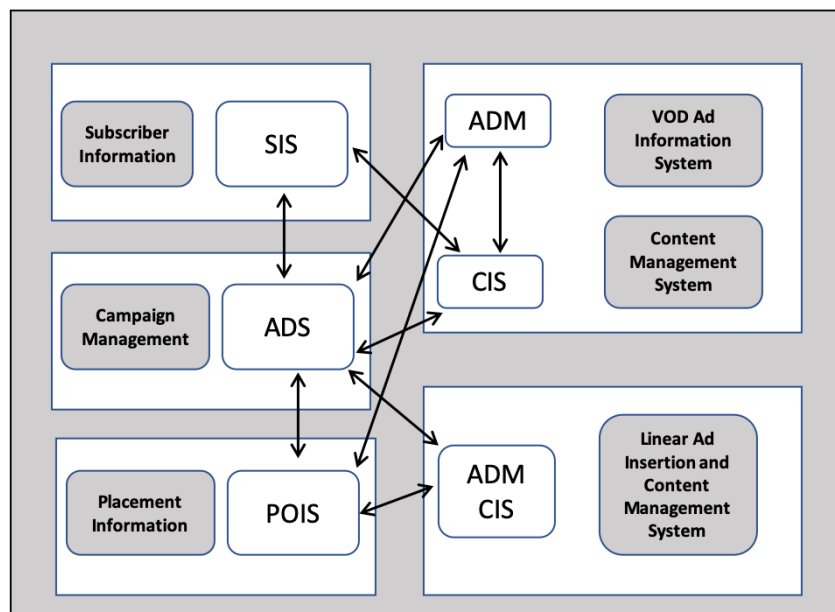


Figure 1 - Example Advertising System Services Configuration

8.0 LAYERING (INFORMATIVE)

A key assumption underlying the definition of the SCTE 130 standard is the definition of a common set of data types and message structure used to communicate among the logical services. These data types and message structure do not depend on any domain type (VOD, Linear Cable, Switched Digital Video, etc.) or on specific advanced advertising functions (session-based advertising, subscriber addressing, etc.)

The standard defines these "Core" data types then adds to them as needed to address the needs of specific platforms and advanced advertising functions. Figure 2 shows the basic architecture stack factored into separate layers and blocks that model the parts of the SCTE 130 standard. (Note: Not all defined standard layers are included in diagram. See Section 10 for more fully encompassing views.)

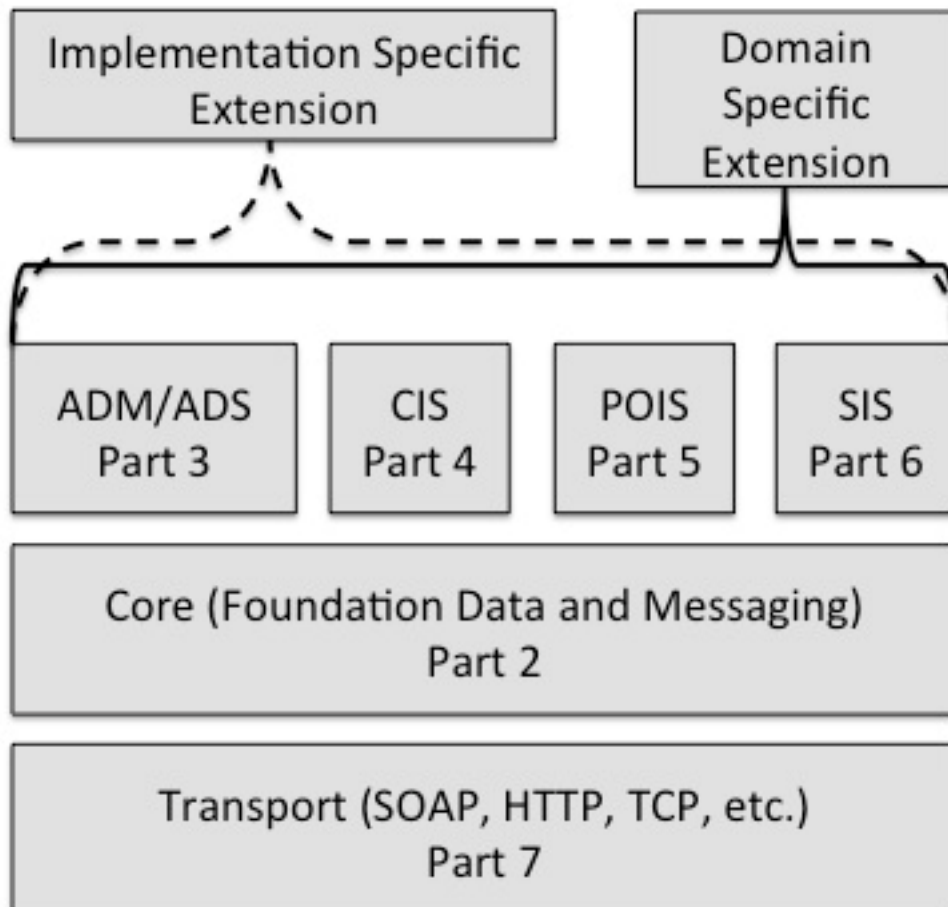


Figure 2 - SCTE 130 Layering

In Figure 2, the term "Domain Specific Extensions" is used to refer to specific delivery platforms - such as VOD, Linear Cable, Switched Digital, and Advanced Set-top Applications. The term "Implementation Specific Extensions" is used to refer to extensions that implement additional features beyond the core message constructs of this standard. One example of such an Implementation Specific Extension is SCTE 130-10 – Stream Restriction Data Model, which provides extensions to implement restrictions on viewer-initiated play modes (fast-forward, etc.) that are independent of delivery platform.

8.1 XML Namespace

The current XML standard set includes the XML Namespaces standard that provides mechanisms for partitioning different XML vocabularies into distinct, unambiguous domains. Each namespace is outlined in the respective normative sections of this specification.

Namespace versioning is supported and detailed in SCTE 130 Part 2.

9.0 TRANSPORT MECHANISMS (NORMATIVE)

SCTE 130 Part 7 defines the specific mechanism or protocols for transporting the messages. The SCTE 130 standard does not expressly require or prohibit that specific message exchanges occur directly between two logical services. Messages *may* be passed and routed through intermediaries as long as such activity does not compromise the messaging specification defined within any SCTE 130 specification part. It is the responsibility of the message sending system and the selected transport (see SCTE 130 Part 7) to send them in such a manner as to facilitate processing in an appropriate order.

9.1 Paired Messages

All messages within the SCTE 130 standard are defined as pairs – every message initiated by some logical system has a defined response. There are two general categories of message pairing defined: request / response and notification / acknowledgement.

Figure 3 illustrates a typical sequence of such message pairs. In the example, an ADS initiates the communication by requesting to be registered to receive content notifications from a CIS. The CIS sends a response message to the ADS accepting (or rejecting) the request. The CIS then spontaneously sends notifications to the ADS as changes to the specified content occur over time. The ADS acknowledges each of these notifications but neither system is required to maintain synchronous threading of messages on the transport. Prerequisite registration requirements for specific messages are reflected in the respective logical interface definitions and therefore not expanded upon here.

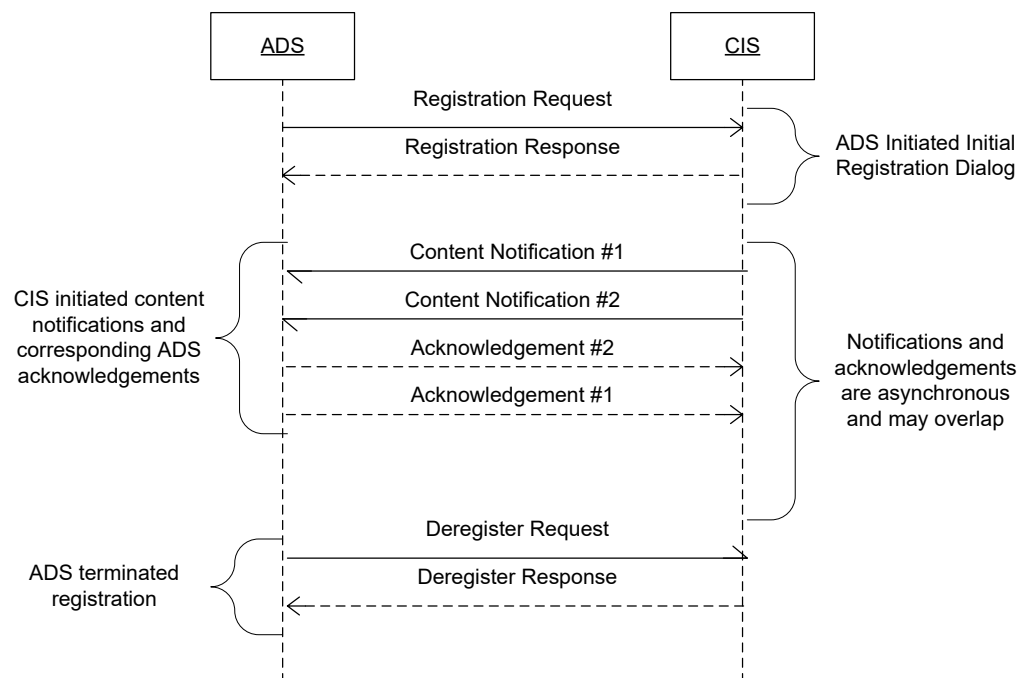


Figure 3 - Typical Message Sequence Diagram

9.2 Registration Messaging

Part of this standard provides semantics for services to offer the ability of one logical service to register as a consumer of events from another service. This service producer, service consumer model offers a great deal of flexibility for communication between logical services. A logical service registers with some other service in order to establish ongoing consumption of the service provided. The example in Figure 3 above illustrated an ADS registering to receive content notifications from a CIS.

Deregistration allows one service to remove itself as a consumer. List registration offers the chance for any service to list the registrations currently stored on the producing service.

9.3 Query Messaging

Query request messages ask for information from a logical service. Any logical service *may* issue a query to any other logical service at any time without previously registering to do so. The requested information (or an error status) is returned in a query response message.

9.4 Service Status and Service Check Messaging

Service Status and Service Check messages are used to communicate information between logical interfaces. Service Status messages are sent from a logical service to some other logical service with which it has previously registered in the event of a

change in ability to perform the registered service. Service Check messages *may* be sent to any logical service on an ad hoc basis to poll the service in order to determine its availability and other status.

10.0 STRUCTURE OF THE STANDARD (NORMATIVE)

The SCTE 130 standard has evolved over time leading to the development of two incompatible revisions of the standard. The sum collection of compatible individual standard specification documents is referred to as edition herein. The SCTE 130 standard documents comprising edition 1 (i.e., the original standard or first edition, now *deprecated* as of this revision) are defined in Section 10.1 and Edition 2 (i.e., the second generation standard or the second edition) are defined in Section 10.2. The two defined editions are incompatible due to the individual standards usage of different XML namespaces in their schema documents; new implementations ***shall not*** use Edition 1.

10.1 SCTE 130 Edition 1 (*Deprecated*)

Table 1 is a list of the SCTE 130 standard documents and their contents forming Edition 1 of the SCTE 130 standard.

Documents¹	Description
SCTE 130-Part 1 2008	Advertising Systems Overview, an informative overview of the standard.
SCTE 130-Part 2 2008a ²	Core Data Elements, a normative definition of the core data types and messaging needed within a digital advertising system.
SCTE 130-Part 3 2008a ³ , 2009, 2010	Ad Management Service (ADM) Interface, a normative definition of the logical service interfaces describing ad insertion opportunities and receiving ad placement decisions. Typically, the primary client of this interface is the Ad Decision Service (ADS) logical service. The 2009 revision added transport details and the 2010 revision added the Placement Opportunity Data Model (PODM).
SCTE 130-Part 4 2008a ⁴ , 2009	Content Information Service (CIS), a normative definition of the logical service interface implementing the content query and content notification functions. The 2009 revision added transport details.
SCTE 130-Part 5 2010	Placement Opportunity Information Service (POIS) Interface, a normative definition of the logical service interface implementing the placement opportunity query and notification functions.
SCTE 130-Part 6 2010	Subscriber Information Service (SIS) Interface, a normative definition of the logical service interface implementing the subscriber information query and notification functions.
SCTE 130-Part 7 2009	Message Transport Compliance, a normative definition of the physical and logical protocols transporting Parts 2-6 (and indirectly Part 8).
SCTE 130-Part 8 2010a ⁵	General Information Service (GIS) describes the syntax and semantics of common interface components providing functions generalized to the information advertising service. The GIS is indirectly implemented by advertising information system services through their inclusion via XML type extension as the GIS provides the common types and abstractions shared by all information services. The standard describes the general messaging a consumer <i>may</i> use to retrieve data by querying an advertising service's data model. The 2010a revision enhanced the standard to better support the Part 3 Placement Opportunity Data Model (PODM) through changes to the query result structure.
SCTE 130-Part 9 2011	This informative recommended practices document serves as an informational enhancement and companion to the SCTE 130 standards.
SCTE 130-Part 10 2013	Stream Restriction Data Model (SRDM), provides a data model to communicate restrictions on stream delivery (i.e. allowance of fast-forward, pause, etc.) as a set of extensions that <i>may</i> be optionally attached to various parts of this standard.

Table 1- SCTE 130 Standard Edition 1 (Deprecated)

¹ To obtain previous versions of SCTE standards (for historical reference), contact the standards program Secretariat at standards@scte.org or by calling 800-542-5040 (toll free) or 1-610-363-6888.

² SCTE 130 – Part 2 2008, Part 3 2008, and Part 4 2008 were all very short lived and replaced by the 2008a revision of the respective specification. In practical reality, no implementations were ever developed using the 2008 specification revision. All deployed implementations started with 2008a.

³ See footnote 1.

⁴ See footnote 1.

⁵ SCTE 130 – Part 8 2010 was short lived and replaced by the 2010a revision. No approved information services rely on this revision of the specification.

Figure 4 illustrates Edition 1 of the SCTE 130 standard as layered blocks. The figure includes the compatible standard revisions.

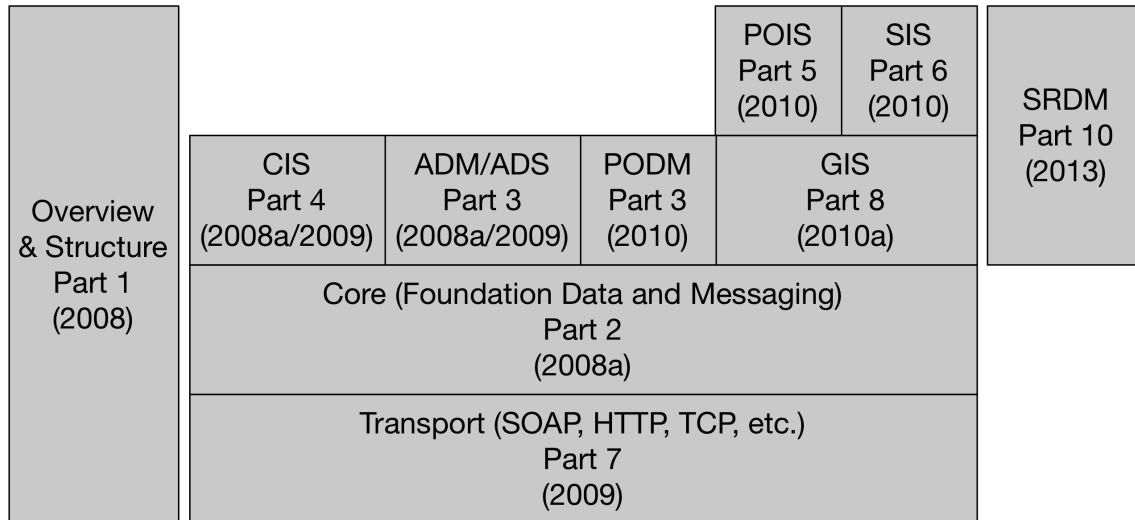


Figure 4 - SCTE 130 Standard Edition 1 (*Deprecated*)

SCTE 130 Part 2 provides the normative definitions of the core data elements and messages that are used by SCTE 130 Parts 3 through 6 to define their various application specific data and messages. SCTE 130 Part 7 defines normative transport details necessary to exchange the XML message structures using different transport mechanisms. SCTE 130 Part 8 defines the general information service types and abstractions leveraged by the defined data models and information services. SCTE 130 Part 10 is now incorporated into Edition 1, Edition 1 now *deprecated*, providing a data model to communicate restrictions on stream delivery (i.e. allowance of fast-forward, pause, etc.) as a set of extensions that *may* be optionally attached to various parts of this standard.

10.2 SCTE 130 Edition 2

Table 2 defines Edition 2 of the SCTE 130 standard. Edition 2 standards are incompatible with SCTE 130 Edition 1 standards, now *deprecated*, as the schema XML namespaces were changed to support enhanced functionality.

Documents	Description
SCTE 130-Part 1	Advertising Systems Overview, a normative overview of the standard.
SCTE 130-Part 2	Core Data Elements, a normative definition of the core data types and messaging needed within a digital advertising system.
SCTE 130-Part 3	Ad Management Service (ADM) Interface, a normative definition of the logical service interfaces describing ad insertion opportunities and receiving ad placement decisions. Typically, the primary client of this interface is the Ad Decision Service (ADS) logical service.
SCTE 130-Part 4	Content Information Service (CIS) Edition 2, a normative definition of the logical service interface implementing the content query and content notification functions. This revision utilizes the GIS Part 8 as its foundation and includes several conditional mandatory data models.
SCTE 130-Part 5	Placement Opportunity Information Service (POIS) Interface Edition 2, a normative definition of the logical service interface implementing the placement opportunity query and notification functions. This revision utilizes the GIS Part 8 as its foundation.
SCTE 130-Part 6	Subscriber Information Service (SIS) Interface Edition 2, a normative definition of the logical service interface implementing the subscriber information query and notification functions. This revision utilizes the GIS Part 8 as its foundation.
SCTE 130-Part 7	Message Transport Compliance, a normative definition of the physical and logical protocols transporting Parts 2-6 (and indirectly Part 8).
SCTE 130-Part 8	General Information Service (GIS), describes the syntax and semantics of common interface components providing functions generalized to the information advertising service. The GIS is indirectly implemented by advertising information system services through their inclusion via XML type extension as the GIS provides the common types and abstractions shared by all information services. The standard describes the general messaging a consumer <i>may</i> use to retrieve data by querying an advertising service's data model. The 2011 revision enhanced the standard to better support multiple data models and adds mutability functionality.
SCTE 130-Part 9	This informative Recommended Practices document serves as an informational enhancement and companion to the SCTE 130 standards.
SCTE 130-Part10	Stream Restriction Data Model (SRDM), provides a data model to communicate restrictions on stream delivery (i.e. allowance of fast-forward, pause, etc.) as a set of extensions that <i>may</i> be optionally attached to various parts of this standard.

Table 2 - SCTE 130 Standard Edition 2

Figure 5 illustrates the SCTE 130 Edition 2 standards as layers. The figure includes the compatible standard revisions.

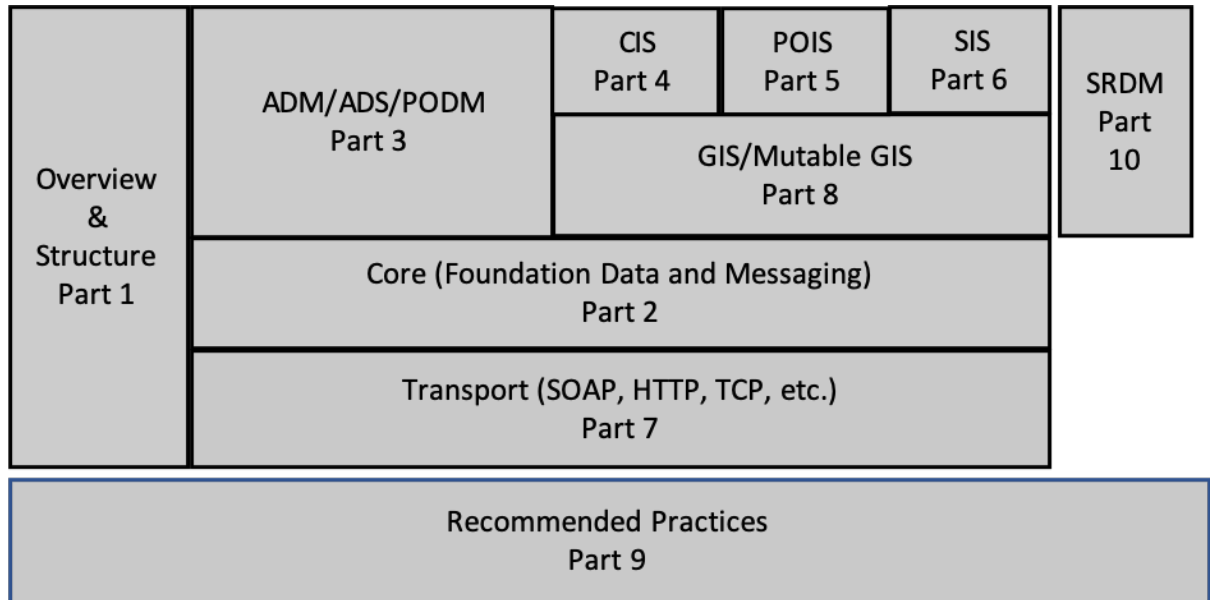


Figure 5 - SCTE Standard Edition 2

The reader is encouraged to proceed from here to SCTE 130 Part 2 for a detailed foundation of the common structures.