



***Society of Cable  
Telecommunications  
Engineers***

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**ENGINEERING COMMITTEE  
Digital Video Subcommittee**

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**AMERICAN NATIONAL STANDARD**

**ANSI/SCTE 130-3 2010**

**Digital Program Insertion—Advertising Systems Interfaces  
Part 3 Ad Management Service (ADM) Interface**

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## Digital Program Insertion—Advertising Systems Interfaces Part 3—Ad Management Service (ADM) Interface

### 1.0 SCOPE

This document in conjunction with the SCTE 130 Part 3 Extensible Markup Language (XML) schema document (i.e., the XSD document) defines the XML messages expressing placement opportunities, placement decisions, and placement related event data typically exchanged between an Ad Management Service (ADM) and an Ad Decision Service (ADS). Additionally, this document and the accompanying schema document describe the auxiliary XML messages, elements, and attributes supporting the primary message exchanges.

### 2.0 REFERENCES

#### 2.1 Normative references

The following standards contain provisions that, through reference in this text, constitute provisions of this standard. At the time of publication, the editions indicated were valid. All standards are subject to revision, and parties to agreements based on this standard are encouraged to investigate the possibility of applying the most recent edition of the standards indicated below.

[SCTE130-2]	ANSI/SCTE 130-2 2008a: Digital Program Insertion—Advertising Systems Interfaces Part 2 – Core Data Elements
[SCTE130-7]	ANSI/SCTE 130-7 2009: Digital Program Insertion – Advertising Systems Interfaces Part 7 – Message Transport.
[SCTE130-8]	ANSI/SCTE 130-8 2010a: Digital Program Insertion —Advertising Systems Interfaces Part 8—General Information Service

All normative references found in SCTE 130 Part 2 are normatively included and apply to this document. See [SCTE130-2] for additional information.

#### 2.1.1 Normative Reference Acquisition

##### 2.1.1.1 SCTE Standards: United States of America

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