



***Society of Cable  
Telecommunications  
Engineers***

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**ENGINEERING COMMITTEE**  
**Digital Video Subcommittee**

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**AMERICAN NATIONAL STANDARD**

**ANSI/SCTE 130-5 2010**

**Digital Program Insertion–Advertising Systems Interfaces  
Part 5–Placement Opportunity Information Service**

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## **Digital Program Insertion—Advertising Systems Interfaces Part 5—Placement Opportunity Information Service**

### **1.0 SCOPE**

This document defines the messaging protocol for the Placement Opportunity Information Service (POIS) consistent with other parts of the SCTE 130 standard. A POIS holds, maintains, and retains descriptions of content Placement Opportunities (typically for advertisements) and the interface supports query and notification operations for those opportunities.

A POIS additionally contains features, characteristics and constraints for each Placement Opportunity, appropriate for the platform, rights, and policies including those of the content in which it exists. These Placement Opportunities may or may not be content specific and the traits and constraints may vary by network, geographic region, or other content distribution dimension.

This specification defines a standardized interface for accessing the Placement Opportunity information known to a POIS.

### **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
[W3C-XSD]	XML Schema Part 1: Structures Second Edition

**Table 1. Normative References**

#### **2.1.1 Normative Reference Acquisition**