



**Society of Cable
Telecommunications
Engineers**

ENGINEERING COMMITTEE
Digital Video Subcommittee

AMERICAN NATIONAL STANDARD

ANSI/SCTE 130-5 2016

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

NOTICE

The Society of Cable Telecommunications Engineers (SCTE) Standards and Operational Practices (hereafter called "documents") are intended to serve the public interest by providing specifications, test methods and procedures that promote uniformity of product, interchangeability, best practices and ultimately the long term reliability of broadband communications facilities. These documents shall not in any way preclude any member or non-member of SCTE from manufacturing or selling products not conforming to such documents, nor shall the existence of such standards preclude their voluntary use by those other than SCTE members.

SCTE assumes no obligations or liability whatsoever to any party who may adopt the documents. Such adopting party assumes all risks associated with adoption of these documents, and accepts full responsibility for any damage and/or claims arising from the adoption of such documents.

Attention is called to the possibility that implementation of this document may require the use of subject matter covered by patent rights. By publication of this document, no position is taken with respect to the existence or validity of any patent rights in connection therewith. SCTE shall not be responsible for identifying patents for which a license may be required or for conducting inquiries into the legal validity or scope of those patents that are brought to its attention.

Patent holders who believe that they hold patents which are essential to the implementation of this document have been requested to provide information about those patents and any related licensing terms and conditions. Any such declarations made before or after publication of this document are available on the SCTE web site at <http://www.scte.org>.

All Rights Reserved

© Society of Cable Telecommunications Engineers, Inc. 2016
140 Philips Road
Exton, PA 19341

Table of Contents

Title	Page Number
NOTICE _____	2
Table of Contents _____	3
1. Introduction _____	6
1.1. Executive Summary _____	6
1.2. Scope _____	6
1.3. Benefits _____	7
1.4. Intended Audience _____	7
1.5. Areas for Further Investigation or to be Added in Future Versions _____	7
2. Normative References _____	7
2.1. SCTE References _____	7
2.2. Standards from Other Organizations _____	8
2.3. Published Materials _____	8
3. Informative References _____	8
3.1. SCTE References _____	8
3.2. Standards from Other Organizations _____	8
3.3. Published Materials _____	8
4. Compliance Notation _____	9
5. Abbreviations and Definitions _____	9
5.1. Abbreviations _____	9
5.2. Definitions _____	9
6. Notational Conventions _____	10
6.1. Normative XML Schema _____	10
6.2. Document Conventions _____	10
7. Processing Conventions _____	10
7.1. Unknown/Unrecognized/Unsupported XML Elements and Attributes _____	10
8. XML NameSpaces _____	10
9. Data Model and Query Support _____	10
10. POIS Messages _____	10
10.1. @version Attribute _____	11
10.2. Request Base Message _____	11
10.2.1. Request Base Message Attributes _____	11
10.2.2. Request Base Message Elements _____	11
10.3. Response Base Message _____	11
10.3.1. Base Response Message Attributes _____	11
10.3.2. Base Response Message Elements _____	11
10.4. Notification Base Message _____	12
10.4.1. Notification Base Message Attributes _____	12
10.4.2. Notification Base Message Elements _____	12
10.5. Acknowledgement Base Message _____	12
10.5.1. Acknowledgement Base Message Attributes _____	12
10.5.2. Acknowledgement Base Message Elements _____	12
10.6. POIS Message Exchange _____	12
10.7. POISListSupportedFeaturesRequest and Response Messages _____	15
10.7.1. POISListSupportedFeaturesRequest Message _____	15
10.7.2. POISListSupportedFeaturesResponse Message _____	16
10.8. POISListQualifiersRequest and Response Messages _____	18
10.8.1. POISListQualifiersRequest Message _____	19
10.8.2. POISListQualifiersResponse Message _____	19
10.9. POISListNotificationRegistrationRequest and Response Messages _____	21
10.9.1. POISListNotificationRegistrationRequest Message _____	21
10.9.2. POISListNotificationRegistrationResponse Message _____	22

ANSI/SCTE 130-5 2016

10.10.	POISNotificationRegistrationRequest and Response Messages	24
10.10.1.	POISNotificationRegistrationRequest Message	24
10.10.2.	POISNotificationRegistrationResponse Message	26
10.11.	POISNotification and Acknowledgement Messages	27
10.11.1.	POISNotification Message	27
10.11.2.	POISNotificationAcknowledgement Message	29
10.12.	POISCreateCursorRequest and Response Messages	30
10.12.1.	POISCreateCursorRequest Message	30
10.12.2.	POISCreateCursorResponse Message	31
10.13.	POISCancelCursorRequest and Response Messages	33
10.13.1.	POISCancelCursorRequest Message	33
10.13.2.	POISCancelCursorResponse Message	34
10.14.	POISQueryRequest and Response Messages	35
10.14.1.	POISQueryRequest Message	36
10.14.2.	POISQueryResponse Message	37
10.15.	POISNotificationDeregisterRequest and Response Messages	39
10.15.1.	POISNotificationDeregisterRequest Message	39
10.15.2.	POISNotificationDeregisterResponse Message	40
10.16.	POISDeregistrationNotification and Acknowledgement Messages	41
10.16.1.	POISDeregistrationNotification Message	42
10.16.2.	POISDeregistrationAcknowledgement Message	43
10.17.	Service Check Support	44
10.18.	Service Status Support	44
11.	POIS Attribute Types	44
12.	POIS Elements	44
	Appendix A - Examples (Informative)	45
	Appendix B - WSDL (Normative)	48

List of Figures

Title	Page Number
Figure 1 - Example SCTE 130 System Landscape with POIS	6
Figure 2 - POIS Top Level Messages Exchanges	13
Figure 3 - POISListSupportedFeaturesRequest Message	16
Figure 4 - POISListSupportedFeaturesResponse Message	17
Figure 5 - POISListQualifiersRequest Message	19
Figure 6 - POISListQualifiersResponse Message	20
Figure 7 - POISListNotificationRegistrationRequest Message	22
Figure 8 - POISListNotificationRegistrationResponse Message	23
Figure 9 - POISNotificationRegistrationRequest Message	25
Figure 10 - POISNotificationRegistrationResponse Message	27
Figure 11 - POISNotification Message	28
Figure 12 - POISNotificationAcknowledgement Message	29
Figure 13 - POISCreateCursorRequest Message	31
Figure 14 - POISCreateCursorResponse Message	32
Figure 15 - POISCancelCursorRequest Message	34

ANSI/SCTE 130-5 2016

Figure 16 - POISCancelCursorResponse Message	35
Figure 17 - POISQueryRequest Message	36
Figure 18 - POISQueryResponse Message	38
Figure 19 - POISNotificationDeregisterRequest Message	40
Figure 20 - POISNotificationDeregisterResponse Message	41
Figure 21 - POISDeregistrationNotification Message	42
Figure 22 - POISDeregistrationAcknowledgement Message	43

List of Tables

Title	Page Number
Table 1 - XML Namespace Declarations	10
Table 2 - POIS Top Level Messages	15
Table 3 - POISListSupportedFeaturesResponse/core:Callout @message Values	18
Table 4 - NotificationRegistrationRequest/core:Callout @message values	26

1. Introduction

1.1. Executive Summary

The Placement Opportunity Information Service (POIS) provides an interface to a repository of descriptions of opportunities for placement of content within an audio/video stream. Frequently these specify opportunities for insertion of advertising content within entertainment programming. 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.

The POIS provides Placement Opportunity metadata through query and notification services to service endpoints. What a Placement Opportunity is and how it influences an advertising service is discussed in SCTE 130 Part 3. See [SCTE 130-3] for additional information. Using the interface defined herein, service endpoints may retrieve detailed information about placement opportunities known to the queried POIS.

Figure 1 provides one example of a POIS in an SCTE 130 logical environment.

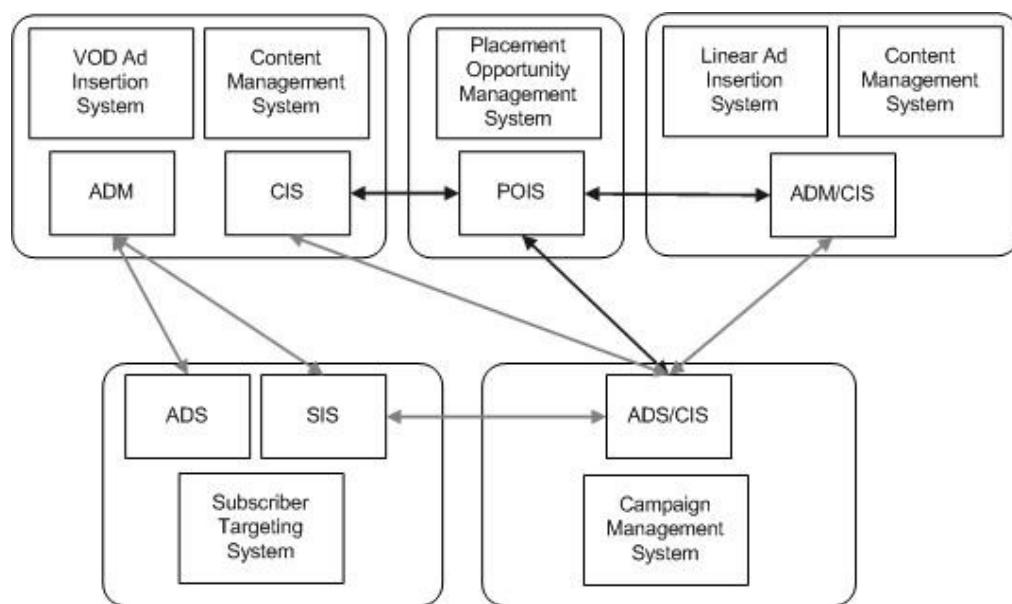


Figure 1 - Example SCTE 130 System Landscape with POIS

As illustrated in Figure 1, a POIS answers queries concerning the Placement Opportunities it is aware of and issues notification messages for registered queries when Placement Opportunity changes are detected. How the Placement Opportunity information is obtained by a POIS is outside the scope of this document. The anticipated number of content streams is also outside the scope of this document. The existence of a POIS implementation as a logical service coexisting with other services or systems does not imply the referenced content is available.

1.2. Scope

This document defines the messaging protocol for the POIS consistent with other parts of the SCTE 130 standard. A POIS, or a repository to which it has access, stores and maintains descriptions of content