AdsML™ Consortium Charter [subject to legal review]

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Abstract
This document describes the mission, vision, scope, objectives and deliverables for the AdsML Consortium in accordance with the AdsML Process Document, which describes the membership rules and all the internal regulations and procedures for the AdsML Consortium.

Important Note: this document is subject to legal review.

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1   AdsML™ Consortium Charter [subject to legal review]

1.1   Mission

To create an internationally-adopted set of specifications and associated business processes for the electronic exchange of business information and content for advertising, to simplify and accelerate business interaction and facilitate use across multiple media in both current and future environments.

1.2   Vision

Advertisers and the media that distribute their content have a common interest in the use of effective business processes. The transition of these activities to an electronic environment based on computer-to-computer interaction will allow advertisers, the media and intermediaries to create value and reduce costs. Standardized electronic processes for handling booking and insertion orders, delivering intellectual property, rendering invoices, managing materials, and verifying use and transmission will shorten deadlines and time to market, save time and money, improve communication, reduce errors, enhance business relationships and create new opportunities.

1.3   Scope

AdsML covers the workflow, file formats, and related information required to exchange advertising business documents and advertising content among advertisers, intermediaries, and media distributors. It covers the process areas of planning, ordering, material management, production, invoicing, and contract reconciliation including related change cycles. It is applicable to all media including print, broadcast, and online. AdsML is intended to be useful in local, regional, national, and international advertising activities. It is intended to be standards-based, flexible and extensible, including the ability to maintain relevant content lists without changing the specification.

1.4   Objectives

AdsML Specifications are intended to
-   Be extensible, international and localizable
-   Use controlled vocabularies and minimize the need for private extensions
-   Be stable yet able to be adapted to new technologies and business practices as they become available
-   Incorporate relevant specifications from other bodies
-   Be simple, without compromising usefulness
-   Support the stages of the lifecycle that an advertisement may go through
-   Be useful for the different media through which advertising messages can be communicated to their intended audiences.

1.5   Deliverables

The AdsML Consortium will deliver:
-   Specifications describing AdsML data formats and the processes that they support
-   Controlled vocabularies for specific uses of AdsML
-   Documentation - written documents explaining the Specifications
-   Recommendations for use of the Specifications
-   Sample files exemplifying the use of the Specifications.

The Specifications may be in the form of XML structures with accompanying data definitions (e.g. XML DTDs, XML Schema, XML files) or using other standardized descriptive methods.

1.6   IPR & other legal considerations
[Please note that this section, in particular, is subject to legal review]

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1.7   Disclaimer
[Please note that this section, in particular, in subject to legal review]

All documents released by the AdsML Consortium will include a disclaimer explaining that neither the AdsML Consortium nor its individual members or associates can be made responsible for the usefulness of the AdsML Specifications and their associated documents.

The Disclaimer will furthermore make clear that the AdsML Consortium and its members or associates shall not be held responsible for any breaches of patents or other intellectual property rights.