

AMM – Advertising Media Master

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Version 1.0

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German precision for the media industry

Introduction

The TV advertisement sales procedures between agencies and sales houses in the German TV market are still characterized by a high degree of manual effort, due to its fragmentation, as well as the market demands to address the target groups more accurately. These aspects lead to increasing costs for every new channel, causing low reach channels to not be on the radar of agencies.

In addition, television is increasingly shifting to the digital landscape and the approach of target groups controlled by AdServer add even more complexity.

Considering the demand of the market to simplify the sales process, a platform for data exchange was built, the AMM (Advertising Media Master).

„The platform AMM is an IT solution to facilitate communication, data transfer and the booking of TV commercials (video advertisement will be included in a later release) between sales houses and agencies.“

All information needed for the TV commercials booking will be exchanged over AMM and can be integrated into buying- and sales-systems. The basis for the connection between legacy systems and AMM is the EDI + standard, which was developed by Cataneo in cooperation with SevenOne Media.

AMM Key Facts



AMM provides services for agencies to access the inventory of all TV channels (connected with MYDAS) via one single interface. They are able to book and control campaigns from the buying systems.



All company processes in TV and the online environment can be automatized and standardized on AMM, reducing manual input and facilitating more efficient processes.



The AMM is a communication platform. All daily operational data (e.g. master data, booking request) can be exchanged automatically.



Across AMM, all kinds of campaigns can be booked or queued for future bookings. Whether online or linear media, AMM will handle all ad formats.



In the future, AMM will enable advertising programmatic buying.

Reference

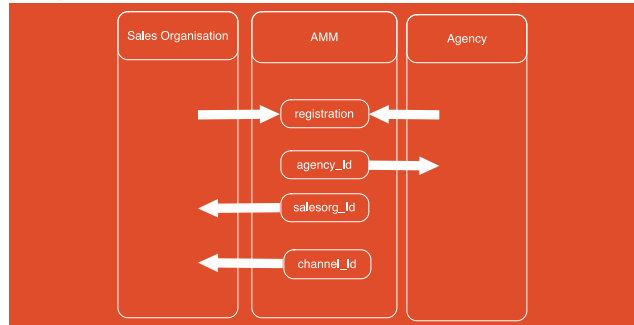
EDI+ Interface specification from 15.12.2015

Registration and verification to AMM

AMM uses the EDI+ Interfaces for the data exchange and coordination between agencies and sales houses.

The usage and implementation of the interfaces are free of charge for all clients that have licensed AMM.

Registration to AMM



Functionality

Master Data UI

The registration and insertion of all relevant data to AMM can be entered through a user interface.

Assigning a unique agency ID

The Agency ID safeguards the agency's identification, providing a secure environment.

The rights matrix in AMM ensures that each agency accesses with its ID and has only access to its information.

Assigning a unique sales house ID

The sales house has a dedicated space (and ID) on AMM in which all the relevant data is stored. The sales house ID also feeds information of different sellers and their data to the Agency systems.

Assigning a unique channel ID

Every sales house can apply a unique ID to each channel. This ensures that all information relating to a media can be found via the rights matrix.

Rights matrix

The sales houses define the rights matrix in AMM, which controls the information made available to the agencies.

Likewise, the matrix also controls if an agency has booking access or not.

Token assignment

Along with the ID, each participant receives a 64-bit token in order to be verified on the platform. This token has an expiration date.

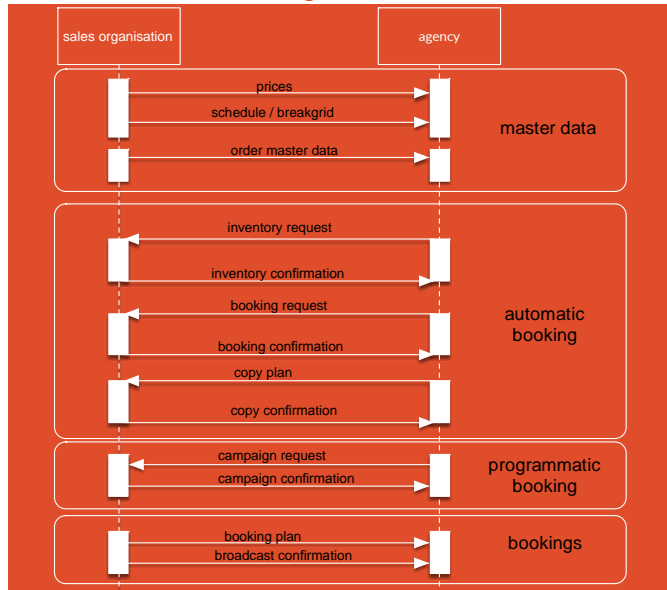
Scheduler

An internal scheduler within AMM for management of periodic tasks can be set manually.

Master data exchange via EDI+ interface

AMM uses EDI+ for data exchange and coordination with the agencies.

EDI+ Masterdata exchange



Manual processing of master data

All data transfer specified by EDI+ can be created at any time.

The data packages are created in MYDAS, which are then read by an AMM process periodically. Data for all relevant agencies is made available.

Automated processing of master data

Each MYDAS instance is equipped with a publish area. In this section data for automated publishing can be defined.

For example, the following jobs can be created:

- automated processing of all booking data for an agency every night
- automated processing of order master data for all agencies every night

Transfer to AMM

AMM collects the data processed at the different MYDAS instances periodically. This ensures that both systems can run independently and are always in sync.

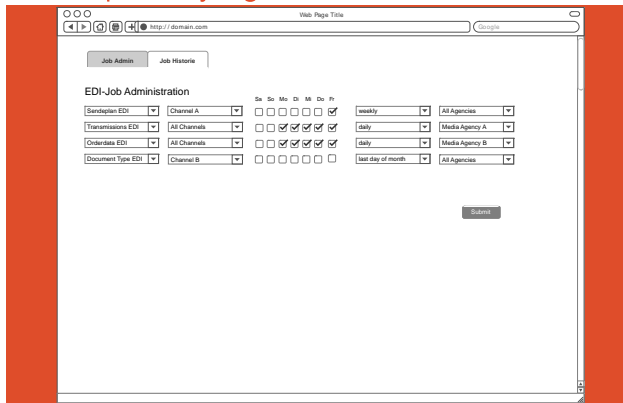
Notifications

AMM informs the authorized agency about new data. The agency can process the data through the provided interface.

Features

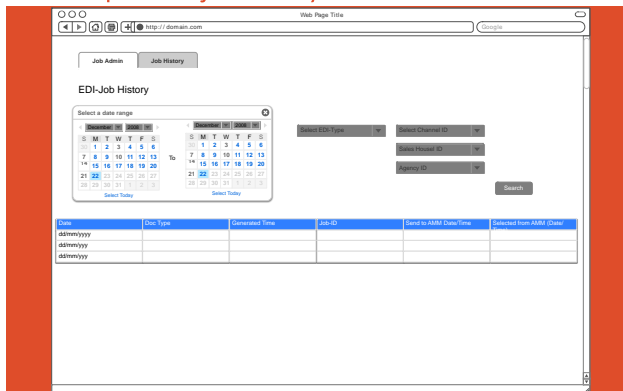
Jobs can be defined for each document and each agency.

Mock up of the job generator



All data calls are recorded in a Job History, thus, it is possible to retrieve each captured transaction at any time.

Mock up of the job history



Providing the available inventory

The channel or the sales house provides the available inventory in MYDAS. Type and amount of the inventory are managed via an input mask in MYDAS.

Selection of an available inventory

Time slots and include or exclude advertising categories can be selected.

Multiple inventory queries can be created per channel. For example:

- Mo-Fr → Channel A → Prime Time → 60% of available inventory but max. 150 seconds
- Sa/Su → Channel A → Prime Time → 20% of available inventory but max. 60 seconds.

These rules can be overwritten. The possibilities of the query will be expanded gradually.

Booking types

AMM differentiates between the following booking workflows:

- direct booking mode
- proposal mode

Both can be requested by the agencies. The latter "proposal mode" is particularly advisable when requesting "Premium slots".

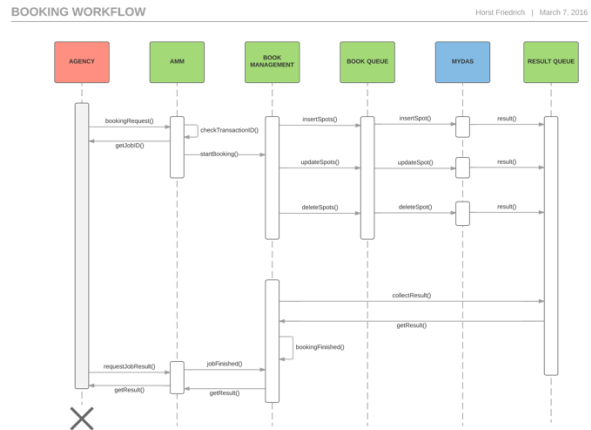
Only the released inventory from sales houses can be booked in the direct booking mode. The rules for the free inventory cannot be overruled.

Publish2AMM function

The available inventory is periodically (default 1 minute) made available on AMM. The frequency of updates can be defined via a control value.

Booking information exchange

The architecture of the booking process ensures that the postings to AMM are in a queue and processed from there. This ensures that the performance of the primary booking instance is not overloaded.



Retrieving the inventory from the agency side

The retrieval of inventory is enabled by a so-called REST interface, provided by AMM.

Bookings acceptance

After processing in the agency system, the booking request is transmitted to AMM. The agency is then assigned with a job number.

Handover of orders to the sales house

AMM assigns a job number to each request. The individual jobs exist to avoid performance overload.

If the receiving system is not accessible, postings are kept on hold until MYDAS is available again.

Proposal mode

Bookings will not be placed directly. There is a booking request, which is generated and displayed beforehand.

Direct booking mode

Direct booking mode books without any intermediate steps.

Booking confirmations

The agency system can track the status of their booking request via booking ID. Once the job is completed, a booking confirmation will be sent to the agency system.

Cancellation Pool

Each agency can have a cancellation pool.

The cancelled data will remain in the pool and will be included in the inventory offer for the following booking queries. At a certain time, the cancellation pool will release the inventory.

Cancellation pool is optional for the AMM license.

Copy placement

Copies for MYDAS can be placed directly in AMM.

Copy confirmation

As a confirmation, the copy assignment is connected to the agency system.

Transmission plan

The transmission plan will be provided to the agency system.

Non-functional features

Access management

The Access management module controls the access of data to licensed partners only.

Access, particularly for agencies, is limited for a certain time. AMM creates a token for each agency. AMM will always check if the contact to the interface is valid or not. The system will then review if the agency has access to the data of a certain sales house. If the reviews are successful, AMM will process the agencies request.

All system accesses are equipped with the latest security specs.

Documentation

Every access to the system will be stored.

System architecture

The system is set up for 24/7 operation. All hardware components, databases and application servers are designed to offer great reliability.

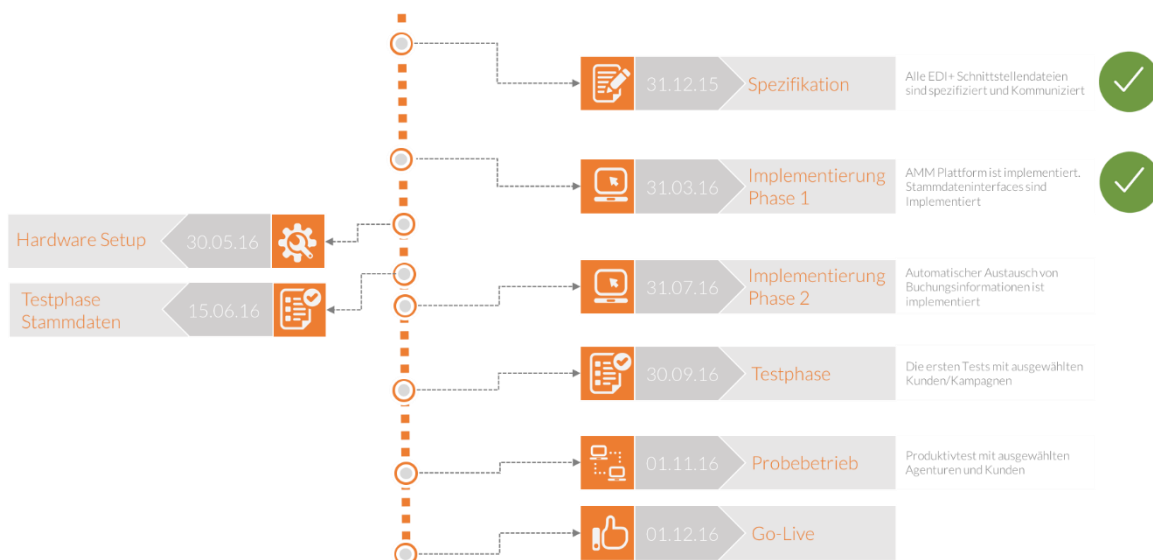
There are two operational periods:

Weekdays (except holidays) 8:00 to 18:00, operation is guaranteed at 99.5%.

Outside of the above period – operation is guaranteed at 98.5%.

All systems are redundant and kept in two separate data centers. The infrastructure is designed to be expanded at any time in the future if necessary.

AMM Version 1.0



Roadmap

AMM Version 2 – Campaign booking

With Version 2, interfaces for the campaign management will be implemented. This allows AMM the exchange of campaign inquiries. Also, all media handled by ad servers can be processed by AMM (Video online - linear / non-linear).

AMM Version 3.0 – Programmatic Booking

Cataneo will develop a solution in AMM for programmatic booking to work with the MYDAS Campaign module. An optimizer to improve inventory efficiency, based on the campaign queries, will be implemented (DSP approach).

Management summary



AMM-platform creates more visibility for low audience channels in Germany, by making them accessible as a bundle. A single interface serves all channel offers!



AMM standardizes purchasing of airtime, reducing the operational impact on providers and demand sides.



AMM facilitates the communication between agencies and sales houses and provides accurate data exchange.



AMM will process cross-media campaigns and handle all transactions in channel offers on one platform



AMM will prepare the channels for the programmatic buying.