Draft new Recommendation ITU-T J.380.5 (ex J.dpi-asi-5)

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

Summary

This Recommendation defines the messaging protocol for the Placement Opportunity Information Service (POIS) consistent with other parts of the J.380 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.