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| INTERNATIONAL TELECOMMUNICATION UNION | | **IPTV-GSI** |
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| **CONTRIBUTION** | | |
| **Source:** | Cisco Systems | |
| **Title:** | Proposals for revised text of H.IPTV-AM.1 regarding advertising services | |

1. Abstract

This contribution proposes modified content for H.IPTV-AM.1 “IPTV application event handling: Audience measurement for IPTV distributed content services”. It proposes to modify and add text concerning advertising to clause 8.8

1. Proposals
2. Clause 8, “Service specific function requirements and architecture” contains an empty heading for clause 8.8 “Advertising service”. The following text is proposed to replace the phrase “Refere to Linear TV’s”.
3. Add b-SCTE 130 to the Bibliography

**Content for Proposal 1 –**

## 8.8 Advertising services

### 8.8.1 General requirements

Advertising services generally follow audience measurement per the schemes of other distributed services which they are associated with. The differences being:

1. The reported contentId must reflect identification of the advert rather than of the program that it is placed within.
2. Adverts may have multiple formats associated with program content, including:
   1. Switching away from other content to full video window ads (traditional “commercial break”)
   2. One or more overlays which run concurrently over other content
   3. Video integration of product placement or signage into content
3. The duration of adverts may be very short relative to program content.

The AM system is recommended to support multiple concurrent contentIds.

Targeted advertising may direct different adverts to viewers of the same content. This effectively fragments the audience such that a larger measurement sample is required to estimate the percentage that engaged with each advert.

Advertising systems [b-SCTE 130] may use engagement triggers such as “pause” to dynamically decide which ad to present, and measure viewer response to that ad. Generation of engagement triggers is outside the scope of the AM system, however, reports from the AM system may be used to augment the functions of advertising systems, and similarly, reports from advertising systems may be used to augment reports of the AM system.

There is no service type identifier allocated to general advertising services, they may be allocated to specific advertising services.

**8.8.2 Advertising caching architecture**

Adverts may be pre-positioned in end-user functions with storage together with content sourced by other distributed services. Example devices include a STB with c-PVR and a Home gateway. Adverts of multiple formats may be sourced from end-user functions with storage to be combined with content from other distributed services. Example distributed services include linear, and c-PVR. In order to understand the complete picture, measurements from multiple end user functions are required. For example, when an advertising service uses caching in a STB with c-PVR to provide adverts for linear TV, both the c-PVR and linear TV services are required to be measured concurrently for a single viewer. Service type identifiers for combination services including ad caching listed below are recommended to be used in measurement data requests..

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| **Primary Service** | **Combination Service** | **Service type identifiers** | **Note** |
| Linear TV | Linear Tv with c-PVR ad caching | LinearCPvrCaching | Cached Ads inserted into Linear TV |
| c-PVR | c-PVR with c-PVR ad caching | CPvrCPvrCaching | Cached Ads inserted in c-PVR playback |

Table 1 – Service Type Identifiers for Ad caching with other services

**Content for Proposal 2 –**

[b-SCTE 130] SCTE Digital Program Insertion - Advertising Systems Interfaces. Also see J.dpi-asi