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S T A N D A R D S

Digital Video Subcommittee

AMERICAN NATIONAL STANDARD

ANSI/SCTE 130-1 2020

Digital Program Insertion – Advertising Systems Interfaces

Part 1 – Advertising Systems Overview

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1.0 SCOPE (NORMATIVE)

This document presents concepts applicable to all other SCTE 130 parts, leaving most of the normative details to the individual documents. The document introduces the reader to the following SCTE 130 specific topics:

- A high-level view of the SCTE 130 logical services and general setup procedures (i.e., registration, deregistration, etc.)
- An example SCTE 130 logical service configuration
- The message pairing paradigms used throughout the SCTE 130 standard including XML usage and transport considerations
- The overall structure of the SCTE 130 standard

This document also formalizes the collection of SCTE 130 standards that interoperate together. See Section 10.0 for additional details.

2.0 REFERENCES (INFORMATIVE)

The following documents may provide valuable information to the reader. At the time of Subcommittee approval, the editions indicated were valid. All standards are subject to revision; and while parties to any agreement based on this standard are encouraged to investigate the possibility of applying the most recent editions of the documents listed below, they are reminded that newer editions of those documents may not be compatible with the referenced version.

2.1 Informative References

[SCTE 35]	ANSI/SCTE 35—Digital Program Insertion Cueing Message for Cable.
[SCTE 130-9]	SCTE 130-9: Recommended Practices for SCTE 130 Digital Program Insertion—Advertising Systems Interfaces.

3.0 COMPLIANCE NOTATION (NORMATIVE)

<i>shall</i>	This word or the adjective “ required ” means that the item is an absolute requirement of this document.
<i>shall not</i>	This phrase means that the item is an absolute prohibition of this document.
<i>forbidden</i>	This word means the value specified <i>shall</i> never be used.
<i>should</i>	This word or the adjective “ recommended ” means that there may exist valid reasons in particular circumstances to ignore this item, but the full implications should be understood and the case carefully weighted before choosing a different course.
<i>should not</i>	This phrase means that there may exist valid reasons in particular circumstances when the listed behavior is acceptable or even useful, but the full implications should be understood and the case carefully weighed before implementing any behavior described with this label.
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<i>deprecated</i>	Use is permissible for legacy purposes only. Deprecated features may be removed from future versions of this document. Implementations should avoid use of deprecated features.

4.0 DEFINITIONS AND ACRONYMS (INFORMATIVE)

Throughout this standard the terms below have specific meanings. Because some of the terms are defined in other SCTE documents having very specific technical meanings, the reader is referred to the original source for their definition. For terms used within this document, brief definitions are given below.

Endpoint: An address, a Uniform Resource Identifier (URI), or a specific location where a logical service *may* be found and consumed.

Logical Service: A well-defined, self-contained set of functions that is the endpoint of a connection. The logical service has some type of underlying computer system that supports message communication.

Message: The unit of communication between two logical services.

Placement: The decision resulting from a placement opportunity that *may* include a content binding and a set of constraints.

Placement opportunity: A potentially constrained location relative to digital content where ad insertion or content alterations can occur. The alterations *may* include insertions, replacements, or deletions of content in whole or in part. These locations, which contain the opportunity for content insertion, have traditionally been referred to as Avails [[SCTE 35](#)] for linear video content; however, placement opportunity refers to address and time locations where content *may* be placed, regardless of platform (i.e. Video in VOD, Banner Images on Menus and ITV channels, etc.).

Service channel: A message communication path between two logical service endpoints.

This document uses the following abbreviations:

ADS: Ad Decision Service

ADM: Ad Management Service

CIS: Content Information Service

GIS: General Information Service

HTTP: Hypertext Transport Protocol

PODM: Placement Opportunity Data Model

POIS: Placement Opportunity Information Service

SIS: Subscriber Information Service

URI: Uniform Resource Identifier

XML: Extensible Markup Language

5.0 INTRODUCTION (INFORMATIVE)

SCTE 130 is a standardized and extensible message-based interface defining a minimal set of cooperating logical services necessary to communicate placement opportunities, placement decisions, and placement related event data necessary for accountability measurements. This section provides an informative (i.e., non-normative) overview of SCTE 130 and it briefly describes the logical service's unique value in the overall solution. The ensuing sections provide an introductory overview of the logical services specified in the additional cooperating normative standard parts.

Each of the following have been considered in the formulation of this standard and therefore the initial scope of the standard includes, but is not limited to, the following video advertising platforms:

- Video On-Demand
- Traditional Linear Cable