



Description

The purpose of this document is to describe the external interface that third parties can use to fetch ad content from Ando Media.

This document will show all the required input parameters, output messages, and will also indicate the required information in order to communicate and integrate with Ando Media.

All Ando Media ad content is associated with individual “stations”. These stations have specific unique identifiers, or station IDs.

Station Identification

Each Ando Media station has an associated “station ID” that is an integer value used by third party companies to make requests on behalf of Ando Media stations.

Web Service API – RunSpot

RunSpot is a web service that will return ad content that is appropriate for the request data that is passed in. It is available here:

<http://collective.andohs.net/amtmsvc/runspotv3.2/service.asmx?op=RunSpot>

The WSDL (Web Services Description Language) is available here:

<http://collective.andohs.net/amtmsvc/runspotv3.2/service.asmx?WSDL>

In addition to traditional SOAP (Simple Object Access Protocol) request/response, it may be invoked via a HTTP GET or POST request. Instructions for doing this are available at the URL mentioned above.

The following are the input parameters to this service. All must be provided, with “-I” used if a parameter is not known.

Revision history:

- v3.2
 - “AdFormat” has been added to the webservice which allows the user to specific audio, video or either.
- v3.3
 - Corrected and further defined valid AdFormat values.
 - Minor spelling, grammar and design changes.

RunSpot

Test

To test the operation using the HTTP POST protocol, click the 'Invoke' button.

Parameter	Value
sid:	<input type="text" value="7941"/>
adformat:	<input type="text" value="3"/>
minduration:	<input type="text" value="0"/>
maxduration:	<input type="text" value="900"/>
sip:	<input type="text" value="-1"/>
latitude:	<input type="text" value="-1"/>
longitude:	<input type="text" value="-1"/>
zip:	<input type="text" value="-1"/>
spotlevel:	<input type="text" value="1"/>
categoryID:	<input type="text" value="1"/>

Field	Description
stationId	This field is required for every request. It is a simple integer value that is used to identify the station. All ad content is “station-based”.
AdFormat	<p>This is a required field. Valid values include:</p> <p>1 = MP3 2 = WMV 4 = Flash/FLV</p> <p>To allow multiple formats, the values can be combined. For example;</p> <p>3 = (1 + 2) = MP3 or WMV 5 = (1 + 4) = MP3 or FLV 6 = (2 + 4) = WMV or FLV</p>
minDuration	The minimum duration for a requested ad. Usually 0.
maxDuration	The maximum duration for a requested ad. Note that ad content can vary quite a bit in duration. A 30-second spot could be 26 seconds, or 33 seconds. So supplying a “30” in this field may eliminate some actual 30 second ads that are a few seconds over the 30 second tolerance value.
sip	Source IP (this is the IP address that should be used for geo-targeting). There are two sets of fields used for geo-targeting, SIP and Lat/Long. Normally you would pass in one or the other, but not both. If you pass in a SIP, then it will be mapped to a geographic marketing region (DMA). If you are passing in a Lat/Long, then you should pass in a “-1” for this field (indicating that the field is not provided). You MUST pass in something for this field (-1 indicating that the field is not provided). Note that if -1 is passed in for both SIP and Lat/Long, the IP of the requestor will be used to perform the geo-targeting.
latitude	Latitude of the client to be geo-targeted.
longitude	Longitude of the client to be geo-targeted. We support two methods of geo-targeting, by IP and by Lat/Long. If a Lat/Long pair is passed in, then we use that to map the coordinates to a ZIP code, and then a DMA region. Both methods will map a client to a particular DMA region, and which is used is up to the calling application. If Lat/Long are not provided (i.e. a SIP is being passed in), then each field MUST contain a “-1” value.
Zip	Five digit zip code of the user which will be translated to a DMA. If nothing is to be provided, then field MUST contain a “-1” value.

SpotLevel The 'placement' of the item being requested. When scheduling the ad/content as a 'gateway/pre-roll' 3 options are provided "Pre-Roll, Post-Roll, Both". SpotLevel is one of these items. This field is REQUIRED.

Default Instream: 0
 Pre-Roll = 1
 Post-Roll = 2
 Both = 3

CategoryID	Type of Category	Value
	Bumper	64
	Dry Liners	16384
	Jingle	1024
	Liner	512
	Music Bed	8
	Notice	4096
	Paid Spot (CPM)	1
	Paid Spot (PI)	2
	Promo	128
	Short Shows (roughly 2-5 min)	32768
	Song	16
	Station ID	256
	Stinger	2048
	Sweeper	32
	TargetSpot	8192
	Unpaid Spot (PSA, other)	4

The response will be provided in the form of a XML document which will look like the following:

```
<?xml version="1.0" encoding="utf-8" ?>
- <SpotInfo xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns="http://collective.andohs.net/amtmsvc/runspotv3.2/service.asmx/">
  <title>ATandT</title>
  <language>en-us</language>
  <pubDate>Wed, 10 Dec 2008 22:02:12 GMT</pubDate>
  <generator>Ando RunSpotV3</generator>
  <managingEditor>support@andomedia.com</managingEditor>
  <dma>751</dma>
- <item>
  <title>ATandT</title>
  <adid>210941</adid>
  <adURL_high>http://edge-dl.andomedia.com/800185/download.andomedia.com/atom2/creative/210941.wmv</adURL_high>
  <adURL_med>http://edge-dl.andomedia.com/800185/download.andomedia.com/atom2/creative/210941.wmv</adURL_med>
  <adURL_low>http://edge-dl.andomedia.com/800185/download.andomedia.com/atom2/creative/210941.wmv</adURL_low>
  <bannerURL>http://bnmgr.adinjector.net/bnmgr/abmw.asp?z=6851&isframe=true</bannerURL>
  <BannerHREF>http://www.google.com/</BannerHREF>
  </item>
</SpotInfo>
```

The response will contain the following fields:

Field	Description
title	A textual description of the ad. Not all ads will have this, but if it does, it will be a “displayable” piece of text.
Language	Always en-us
pubDate	Datestamp the request was made
Generator	This will always be Ando RunspotV3
managingEditor	This will always be support@andomedia.com
Item/title	This is reserved for the future when multiple ads are returned for a given request, for now this will be the same as the Ad description text.
Item/adid	Unique identifier (Ando identifier) for this ad.
Item/bannerURL	If the ad contains a synced banner, this field will be displayed
Item/bannerHREF	If the ad contains a clickable URL, this field will be displayed
Item/adURL_high	The link to the actual ad, this will be 192kbps Stereo 44100kHz – for VIDEO formats, this will be the source video. Always use this element as the value when using ‘adformat 2, or 3’.
Item/adURL_med	The link to the actual ad, this will be 64kbps Stereo 44100kHz
Item/adURL_low	The link to the actual ad, this will be 32kbps Mono 22050kHz