

Ando Media RunSpot API (Version 3.3)

Last modified 04/27/2010 (Revision 3.3.26)



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 that is 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.andomedia.com/amtmsvc/runspotv3.3/service.asmx?op=RunSpot> and the WSDL is available here:

<http://collective.andomedia.com/amtmsvc/runspotv3.3/service.asmx?WSDL>

In addition to traditional SOAP 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 “-1” used if a parameter is not known.

Revision changes:

1. Added new method: RunSpotBreakPositionCapByPlayer
2. Modified the URL to call the correct domain
3. Updated AdFormat valid values

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"/>

RunSpotBreakPosition

Test

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

Parameter	Value
sid:	<input type="text"/>
adformat:	<input type="text"/>
minduration:	<input type="text"/>
maxduration:	<input type="text"/>
sip:	<input type="text"/>
latitude:	<input type="text"/>
longitude:	<input type="text"/>
zip:	<input type="text"/>
spotlevel:	<input type="text"/>
categoryID:	<input type="text"/>
BreakPosition:	<input type="text"/>

Note:

RunSpotBreakPosition has the same list of parameters as RunSpot plus “BreakPosition”. BreakPosition is used to query the break template (specified within the Injector Manager or ‘Template Creator’ link on ‘Edit Station’ page) to get the CategoryID. Only Template ‘A’ will be used for this service. If supplied BreakPosition is higher than number of BreakPositions available in Template, CategoryID from the last BreakPosition will be used. Service will call the stored procedure continuously starting with CategoryID from the supplied breakPosition through the template until encounter the first add. If no ads found, service will try the “fallback” category.

If no Template available original CategoryID will be used.

RunSpotBreakPosition has additional output fields: numberOfSpotsInTemplate, templatePosition, categoryRequested, adDuration, adCategory

RunSpotBreakPositionCapByPlayer

Test

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

Parameter	Value
sid:	<input type="text"/>
adformat:	<input type="text"/>
minduration:	<input type="text"/>
maxduration:	<input type="text"/>
sip:	<input type="text"/>
latitude:	<input type="text"/>
longitude:	<input type="text"/>
zip:	<input type="text"/>
spotlevel:	<input type="text"/>
categoryID:	<input type="text"/>
BreakPosition:	<input type="text"/>
target:	<input type="text"/>

Note:

RunSpotBreakPositionCapByPlayer has the same list of parameters as RunSpotBreakPosition plus “target”.

Target is used to provide Frequency Capping per player instead of per IP address. If a target value is passed, other than -1, it will override the value passed in the SIP parameter for purposes of Frequency Capping.

RunSpotForTopics

Test

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

Parameter	Value
sid:	<input type="text" value="890"/>
adformat:	<input type="text" value="1"/>
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"/>
topic:	<input type="text" value="60 Minutes"/>

Note:

For “topic” parameter you will need to supply full TopicName and not the part of it. If no matching topic exists, the application will still select from any ads trafficked to '*Any Topic'. If there aren't any ads trafficked to the specified topic or '*Any Topic', no ads will be returned (the results return AdID zero, and a reference to an empty mp3)

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	The format of the content. This field is REQUIRED. 1 = MP3 2 = WMV 4 = Flash/FLV To allow multiple formats, the values can be combined. For instance: 3 = (1 + 2) = MP3 or WMV 5 = (1 + 4) = MP3 or FLV 6 = (2 + 4) = WMV or FLV
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, 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 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&iframe=true</bannerURL>
  <BannerHREF>http://www.google.com/</BannerHREF>
  </item>
</SpotInfo>
```

Here is the expected output from RunSpotBreakPosition:

```
<?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://c
  <title>Jingle 1</title>
  <language>en-us</language>
  <pubDate>Thu, 12 Nov 2009 20:08:10 GMT</pubDate>
  <generator>Ando RunSpotV3</generator>
  <managingEditor>support@andomedia.com</managingEditor>
  <dma>623</dma>
  <numberOfSpotsInTemplate>5</numberOfSpotsInTemplate>
  <templatePosition>1</templatePosition>
  <categoryRequested>1024</categoryRequested>
- <item>
  <title>Jingle 1</title>
  <adid>408437</adid>
  <adURL_high>http://edge-dl.andomedia.com/800185/download.andomedia.com/atom2/creative/408430.mp3</adURL_high>
  <adURL_med>http://edge-dl.andomedia.com/800185/download.andomedia.com/atom2/creative/408430_64.mp3</adURL_med>
  <adURL_low>http://edge-dl.andomedia.com/800185/download.andomedia.com/atom2/creative/408430_32.mp3</adURL_low>
  <bannerURL />
  <BannerHREF />
  <adDuration>58</adDuration>
  <adCategory>1024</adCategory>
</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

Additional response fields for RunSpotBreakPosition:

Field	Description
numberOfSpotsInTemplate	Number of entries in template 'A' for the station
templatePosition	Position in template where category for the output was taken. If templatePosition is higher than numberOfSpotsInTemplate it means that no ads for categories were found in template and 'fallback' category was used
categoryRequested	Category used to request the ad
adDuration	Duration of the actual ad returned
adCategory	CategoryID of actual ad returned

RunSpotForInstreamPlayed

Test

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

Parameter	Value
sid:	<input type="text"/>
adID:	<input type="text"/>
country:	<input type="text"/>
region:	<input type="text"/>
dma:	<input type="text"/>
xid:	<input type="text"/>

Note:

RunSpotForInstreamPlayed is different in nature from others RunSpot calls. This web method is used to increment/decrement impressions for specific ads. This method does not return any output

Field	Description
sid	station id
adID	ad id to increment (can be zero to avoid the action)
country	
region	
dma	
xid	ad id to decrement (can be zero to avoid the action)

RunSpotForInstream

This dynamic java script call is different from others RunSpot methods, because it returns the link to the ad, but doesn't increment the impressions.

Here is the sample client call:

<http://collective.andomedia.com/amtmsvc/RunSpotV3.3/RunSpotForInstream.aspx?sid=7692&adformat=1&minduration=1&maxduration=900&sid=-1&latitude=-1&longitude=-1&zip=-1&spotlevel=0&categoryID=1&outputFormat=jsonx&callback=someCallbackFunction>

Input Parameters

Standard RunSpot parameters, plus

Field	Description
outputFormat	This field is required for every request. Can be 'xml' or 'jsonx' to represent format of the output
callback	The function name to call required output

JSONX is a proprietary extension to JSON developed by Spacial. Basically it's just like returning normal JSON output, but it expects a client side callback function to which the data is delivered. In the output, the JSON data is assigned to a JavaScript variable name, and that variable name is then passed to the expected call-back function (after a check that it exists). This allows Spacial to do cross-domain requests by just fooling the browser in to thinking that they are dynamically loading some extra JavaScript.

The response will be provided in the form of a XML or JSON document wrapped into the supplied function (callback parameter) call:

XML:

```
someCallbackFunction(' en-us Fri, 16 Oct 2009 20:54:19 GMT Ando RunSpotV3
support@andomedia.com 623 http://
collective.andohs.net/amtmsvc/RunSpotV3.3/service.asmx/RunSpotForInstreamPlayed?sid=76
9&adID=241783&country=US&region=TX&dma=623&xid=%XID% 241783 http://edge-
dl.andomedia.com/800185/download.andomedia.com/atom2/creative/241783.mp3
http://edge-
dl.andomedia.com/800185/download.andomedia.com/atom2/creative/241783_64.mp3
http://edge-
dl.andomedia.com/800185/download.andomedia.com/atom2/creative/241783_32.mp3 1 ');
```

JSONX:

```
someCallbackFunction('{ "dma": "623", "generator": "Ando
RunSpotV3", "item": { "BannerHREF": "", "adDuration": "1", "adURL_high": "http://edge-
dl.andomedia.com/800185/download.andomedia.com/atom2/creative/380132.mp3", "adU
RL_low": "http://edge-
dl.andomedia.com/800185/download.andomedia.com/atom2/creative/380132_32.mp3", "
adURL_med": "http://edge-
dl.andomedia.com/800185/download.andomedia.com/atom2/creative/380132_64.mp3", "
adformat": null, "adid": "380132", "bannerURL": "http://bnmgr.andomedia.com/bnmgr/abmw.
asp?z=45472&isframe=true|http://bnmgr.andomedia.com/bnmgr/abmw.asp?z=45429&isfr
ame=true", "title": "AccuRadio sweeper w/2 webex graphics", "language": "en-
us", "link": null, "managingEditor": "support@andomedia.com", "pubDate": "Fri, 16 Oct 2009
20:54:44 GMT", "recordImpressionURL": "http://
collective.andohs.net/amtmsvc/RunSpotV3.3/service.asmx/RunSpotForInstreamPlayed?sid
```

```
=769&adID=380132&country=US&region=TX&dma=623&xid=%XID%","title":"AccuRadio sweeper w\2 webex graphics","webMaster":null}');
```

The response will contain the regular fields + adDuration and recordImpressionURL:

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
adDuration	Duration of the actual 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
recordImpressionURL	The URL to call from the client to log impressions (used when prebuffering, so impressions can be logged only once the spot actually plays