Advertising

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1 Module Documentation **1**

1.1 Entities . . . 1

1.1.0.1 ogit/Advertising/Client . . . 1

1.1.0.2 ogit/Advertising/InsertionOrder . . . 2

1.1.0.3 ogit/Advertising/Campaign . . . 2

1.1.0.4 ogit/Advertising/LineItem . . . 3

1.1.0.5 ogit/Advertising/MediaPlan . . . 4

1.1.0.6 ogit/Advertising/Creative . . . 4

1.1.0.7 ogit/Advertising/Platform . . . 5

1.1.0.8 ogit/Advertising/Advertiser . . . 6

1.1.0.9 ogit/Advertising/CampaignManager . . . 6

1.1.0.10 ogit/Timeseries . . . 7

1.2 Verbs . . . 8

1.2.0.1 ogit/contains . . . 8

1.2.0.2 ogit/manages . . . 8

1.2.0.3 ogit/hosts . . . 8

1.2.0.4 ogit/supervises . . . 9

1.2.0.5 ogit/generates . . . 9

1.2.0.6 ogit/includes . . . 9

1.2.0.7 ogit/owns . . . 10

1.2.0.8 ogit/uses . . . 10

1.2.0.9 ogit/consistsOf . . . 10

1.3 Attributes . . . 11

1.3.0.1 ogit/category . . . 11

1.3.0.2 ogit/unit . . . 11

1.3.0.3 ogit/name . . . 11

1.3.0.4 ogit/description . . . 12

1.3.0.5 ogit/type . . . 12

1.3.0.6 ogit/isMutable . . . 13

1.3.0.7 ogit/instance . . . 13

Chapter 1

Module Documentation

1.1 Entities

1.1.0.1 ogit/Advertising/Client

Client purchasing advertising from agency

- id: http://www.purl.org/ogit/Advertising/Client
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

outgoing edges

- ogit/owns => ogit/Advertising/MediaPlan
- ogit/owns => ogit/Advertising/Campaign

1.1.0.2 ogit/Advertising/InsertionOrder

The individual order or purchase to be sent out to a publisher

- id: http://www.purl.org/ogit/Advertising/InsertionOrder
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

incoming edges

- ogit/consistsOf <= ogit/Advertising/Campaign
- ogit/contains <= ogit/Advertising/Advertiser
- ogit/hosts <= ogit/Advertising/Platform

outgoing edges

- ogit/consistsOf => ogit/Advertising/LineItem
- ogit/generates => ogit/Timeseries
- ogit/uses => ogit/Advertising/Creative

1.1.0.3 ogit/Advertising/Campaign

An advertising campaign

- id: http://www.purl.org/ogit/Advertising/Campaign
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

incoming edges

- ogit/contains <= ogit/Advertising/Advertiser
- ogit/hosts <= ogit/Advertising/Platform
- ogit/includes <= ogit/Advertising/MediaPlan
- ogit/manages <= ogit/Advertising/CampaignManager
- ogit/owns <= ogit/Advertising/Client

outgoing edges

- ogit/consistsOf => ogit/Advertising/InsertionOrder
- ogit/consistsOf => ogit/Advertising/Creative
- ogit/generates => ogit/Timeseries

1.1.0.4 ogit/Advertising/LineItem

Individual advertising orders on insertion order - lowest level

- id: http://www.purl.org/ogit/Advertising/LineItem
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

incoming edges

- ogit/consistsOf <= ogit/Advertising/InsertionOrder

outgoing edges

- ogit/generates => ogit/Timeseries
- ogit/uses => ogit/Advertising/Creative

1.1.0.5 ogit/Advertising/MediaPlan

The advertising plan, what to buy, when, what conditions etc.

- id: http://www.purl.org/ogit/Advertising/MediaPlan
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

incoming edges

- ogit/manages <= ogit/Advertising/CampaignManager
- ogit/owns <= ogit/Advertising/Client

outgoing edges

- ogit/includes => ogit/Advertising/Campaign

1.1.0.6 ogit/Advertising/Creative

The ad content

- id: http://www.purl.org/ogit/Advertising/Creative
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

incoming edges

- ogit/consistsOf <= ogit/Advertising/Campaign
- ogit/uses <= ogit/Advertising/InsertionOrder
- ogit/uses <= ogit/Advertising/LineItem

1.1.0.7 ogit/Advertising/Platform

Platform or application on which a Campaign is run

- id: http://www.purl.org/ogit/Advertising/Platform
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

incoming edges

- ogit/supervises <= ogit/Advertising/CampaignManager

outgoing edges

- ogit/contains => ogit/Advertising/Advertiser
- ogit/hosts => ogit/Advertising/Campaign
- ogit/hosts => ogit/Advertising/InsertionOrder

1.1.0.8 ogit/Advertising/Advertiser

The advertiser.

- id: http://www.purl.org/ogit/Advertising/Advertiser
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/category
  - ogit/description
  - ogit/name
  - ogit/type

incoming edges

- ogit/contains <= ogit/Advertising/Platform

outgoing edges

- ogit/contains => ogit/Advertising/Campaign
- ogit/contains => ogit/Advertising/InsertionOrder

1.1.0.9 ogit/Advertising/CampaignManager

Manages end-to-end campaign

- id: http://www.purl.org/ogit/Advertising/CampaignManager
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/name
  - ogit/type

outgoing edges

- ogit/manages => ogit/Advertising/MediaPlan
- ogit/manages => ogit/Advertising/Campaign
- ogit/supervises => ogit/Advertising/Platform

1.1.0.10 ogit/Timeseries

A time series is a sequence of data points, measured typically at successive points in time spaced at uniform time intervals.

- id: http://www.purl.org/ogit/Timeseries
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem
- scope: SGO
- parent: ogit/Node

attributes

- optional:
  - ogit/description
  - ogit/instance
  - ogit/isMutable
  - ogit/name
  - ogit/unit

incoming edges

- ogit/generates <= ogit/Advertising/Campaign
- ogit/generates <= ogit/Advertising/InsertionOrder
- ogit/generates <= ogit/Advertising/LineItem

1.2 Verbs

1.2.0.1 ogit/contains

This relationship indicates that something is part of something else. see also "includes"

- id: http://www.purl.org/ogit/contains
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

Allowed Connection

- ogit/Advertising/Advertiser => ogit/Advertising/Campaign
- ogit/Advertising/Advertiser => ogit/Advertising/InsertionOrder
- ogit/Advertising/Platform => ogit/Advertising/Advertiser

1.2.0.2 ogit/manages

This relationship indicates that one entity manages some other.

- id: http://www.purl.org/ogit/manages
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

Allowed Connection

- ogit/Advertising/CampaignManager => ogit/Advertising/MediaPlan
- ogit/Advertising/CampaignManager => ogit/Advertising/Campaign

1.2.0.3 ogit/hosts

verb which shows that an entity is hosted in another entity.

- id: http://www.purl.org/ogit/hosts
- valid-from: Thu Oct 15 00:00:00 UTC 2015
- creator: Aymen Ayoub

Allowed Connection

- ogit/Advertising/Platform => ogit/Advertising/Campaign
- ogit/Advertising/Platform => ogit/Advertising/InsertionOrder

1.2.0.4 ogit/supervises

Indicates if an entity supervises another entity. E.g. a Person supervises a Ticket or a Task.

- id: http://www.purl.org/ogit/supervises
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

Allowed Connection

- ogit/Advertising/CampaignManager => ogit/Advertising/Platform

1.2.0.5 ogit/generates

Verb indicating if an entity generates another entity.

- id: http://www.purl.org/ogit/generates
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

Allowed Connection

- ogit/Advertising/Campaign => ogit/Timeseries
- ogit/Advertising/InsertionOrder => ogit/Timeseries
- ogit/Advertising/LineItem => ogit/Timeseries

1.2.0.6 ogit/includes

Indicates if an entity includes something else.

- id: http://www.purl.org/ogit/includes
- valid-from: Thu Jul 05 00:00:00 UTC 2018
- creator: qikram@arago.de

Allowed Connection

- ogit/Advertising/MediaPlan => ogit/Advertising/Campaign

1.2.0.7 ogit/owns

This relationship indicates that one entity owns some other.

- id: http://www.purl.org/ogit/owns
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

Allowed Connection

- ogit/Advertising/Client => ogit/Advertising/MediaPlan
- ogit/Advertising/Client => ogit/Advertising/Campaign

1.2.0.8 ogit/uses

This relationship indicates that some entity is used by some other.

- id: http://www.purl.org/ogit/uses
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

Allowed Connection

- ogit/Advertising/InsertionOrder => ogit/Advertising/Creative
- ogit/Advertising/LineItem => ogit/Advertising/Creative

1.2.0.9 ogit/consistsOf

It shows, that the destination entity is a non-exclusive part of the source.

- id: http://www.purl.org/ogit/consistsOf
- valid-from: Tue Feb 13 00:00:00 UTC 2018
- creator: Aymen Ayoub

Allowed Connection

- ogit/Advertising/Campaign => ogit/Advertising/InsertionOrder
- ogit/Advertising/Campaign => ogit/Advertising/Creative
- ogit/Advertising/InsertionOrder => ogit/Advertising/LineItem

1.3 Attributes

1.3.0.1 ogit/category

Used to categorize things.

- id: http://www.purl.org/ogit/category
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - ogit/Advertising/Advertiser

1.3.0.2 ogit/unit

Unit of measurement of some value.

- id: http://www.purl.org/ogit/unit
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - ogit/Timeseries

1.3.0.3 ogit/name

Contains a name.

- id: http://www.purl.org/ogit/name
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - ogit/Advertising/Advertiser
  - ogit/Advertising/Campaign
  - ogit/Advertising/CampaignManager
  - ogit/Advertising/Client
  - ogit/Advertising/Creative
  - ogit/Advertising/InsertionOrder
  - ogit/Advertising/LineItem
  - ogit/Advertising/MediaPlan
  - ogit/Advertising/Platform
  - ogit/Timeseries

1.3.0.4 ogit/description

Contains a description.

- id: http://www.purl.org/ogit/description
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - ogit/Advertising/Advertiser
  - ogit/Advertising/Campaign
  - ogit/Advertising/CampaignManager
  - ogit/Advertising/Client
  - ogit/Advertising/Creative
  - ogit/Advertising/InsertionOrder
  - ogit/Advertising/LineItem
  - ogit/Advertising/MediaPlan
  - ogit/Advertising/Platform
  - ogit/Timeseries

1.3.0.5 ogit/type

Type of an an entity.

- id: http://www.purl.org/ogit/type
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - ogit/Advertising/Advertiser
  - ogit/Advertising/Campaign
  - ogit/Advertising/CampaignManager
  - ogit/Advertising/Client
  - ogit/Advertising/Creative
  - ogit/Advertising/InsertionOrder
  - ogit/Advertising/LineItem
  - ogit/Advertising/MediaPlan
  - ogit/Advertising/Platform

1.3.0.6 ogit/isMutable

True if the value can be changed. E.g. after a service is provisioned.

- id: http://www.purl.org/ogit/isMutable
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - ogit/Timeseries

1.3.0.7 ogit/instance

Defines the name of an instance.

- id: http://www.purl.org/ogit/instance
- valid-from: Wed Aug 03 00:00:00 UTC 2016
- creator: Philipp Pelchmann

used

- optional:
  - ogit/Timeseries