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May 11, 2009

Via Email

Open Mobile Alliance

Seth Newberry ([snewberry@omaorg.org](mailto:snewberry@omaorg.org))

General Manager

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Forum (IIF)**

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*Standards that  
Drive the Business of  
Communications*

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Dear Mr. Newberry:

The Alliance for Telecommunications Industry Solutions' (ATIS) IPTV Interoperability Forum (IIF) is conducting a review of work in the area of Advanced Advertising for a technical report on the subject. This Technical Report will include a section that provides a brief summary of the various work activities in a number of industry organizations. We would appreciate your input to this document by providing us with references to any work in this area that you have completed or are currently working on.

Thank you very much for your consideration of this request.

Sincerely,

Dan O'Callaghan  
ATIS IIF Chair

cc:

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