

OSI

TIP Guide

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Publication Information

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Revision History

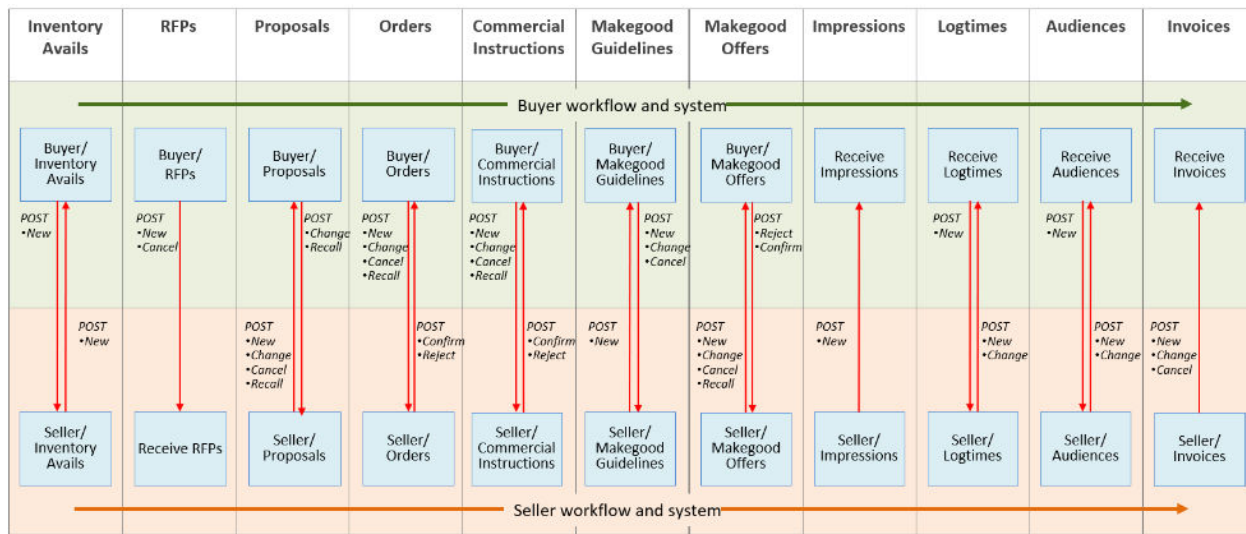
A revision-history table has been added to track and document changes made within each release. The table below contains a list of changes made to the API Guide

Version	Date	Author	Revision information for this release includes
1.0	1/2023	Janet Lyda	Initial Document Creation

Understand TIP & TIP Resources

About the TIP Initiative

The Television Interface Practices “TIP” initiative has developed a modern, comprehensive standard for the trading of television and video advertising. The standard builds on existing practices and formats and promises to streamline transaction communication between buyer and seller. TIP aims to foster interoperability between system providers to create the broadest access to local television supply and demand and is free for anyone to adopt.



TIP Resources

- About TIP Transaction Standard visit [TIP Transaction Standard Archives - TVB](#)
- Get TIP Standard (latest TIP version and/or previous versions) [Get TIP Standard - TVB](#)
- View [API Security Guidelines for System Providers](#)

Supported TIP Versions

The latest OSI version supports TIP 6.0 with backwards compatibility to versions 4.0 and 5.1 on specific API configurations. To see more details on versioning, review each API configuration separately.

TIP Versioning Compatibility

OSI Version						
API CONFIG	v8.7	v8.8.1	v8.8.2	v8.8.3	v8.9	v9.0
Inventory Avails Seller - PUSH					5.1	6.0 & 5.1
Commercial Instruction Import		3.1	4.0 only	4.0 only	5.1	6.0
Log Times Post Seller - PUSH	3.1	3.1	4.0 & 3.1	4.0 & 3.1	5.1 & all previous versions	6.0 & all previous versions
Invoice Seller - PUSH						6.0

*All configurations listed are one-directional with appropriate ACK/NAK response

API Configuration within OSI

OSI Admin Tool API Configurations

The API Setup for API Import/Export configurations is located in the OSI Admin Tool. Three configurations are available: Inventory Avails Seller Export, Invoice Seller Export, Log Times Post Seller Export. A user must have the Table Maintenance Security policy enabled within OSI to access the Admin Tool, which is identified by the named API Configuration.

Each configuration is setup independently based on the API and requires the following information.

Display Item	Description	Additional Information
Name	Unique identifier	Recommended to create name based on the third party receiving exported data (e.g. GroupM-NY)
URL	Destination for export	Provided by third-party requesting the exported data
Email	Email address(s) for notification of export failure	Used to send an OSI user notification about a failed export
Station(s)	Select station(s)	One or more records can be selected
Agency(s)	Select Agency(s)	One or more records can be selected
Advertiser(s)	Select Advertiser(s)	One or more records can be selected
Salesperson(s)	Select Salesperson(s)	One or more records can be selected
Authentication Type	OSI accepts only the 2 following authorization types	Provided by the third-party based on end point security type
	<i>Bearer Token - Dynamic</i>	
	<i>OAuth 2.0 - Dynamic</i>	
Username	Enabled based on Auth Type	Provided by third-party
Password	Enabled based on Auth Type	Provided by third-party
Token URL	Enabled based on Auth Type	Provided by third-party

Version	TIP Version in compliance	TIP Version accepted by third party but must match OSI versioning available
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An API Configuration may be modified or deleted at any time in the OSI Admin Tool. Modifications related to information from the third-party vendor should only be made with the knowledge of, or initiated by, the third-party vendor.

OSI Processes

For additional information, see the OSI Help File.

Inventory Avails Seller

To send avails to a third-party, a user must manually initiate the send through a rate card in the Sales Management module in OSI.

Electronic Copy Import

To receive electronic copy instructions from a third-party vendor, please contact OSI support or your OSI account manager for setup. Copy instructions will be received in the Copy Inbox.

Log Times Post Seller

Log times will be sent automatically upon close of reconciliation for each station and date.

Invoices

To send invoices, a user must run the TIP Invoice Export report.