



Ad-ID the Universal Code for Ads

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*“If you can’t identify it, you
can’t operationalize or
measure it;
if you can't measure it you
can't monetize it.”*



*Clyde Smith
Senior Vice President Advanced Technology
Fox Network Engineering and Operations*



What is Ad-ID?

- Industry Standard for Commercial Ad Coding
 - Like UPC, ISBN or ISRC
- Joint venture of 4A's & ANA
- Started in 2002





Some Ad-ID Adoption Facts

Over 3,500 Advertisers Using Ad-ID Represent:

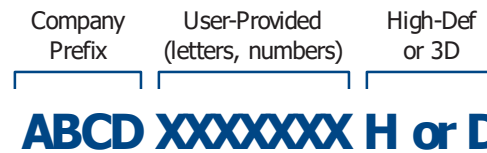
- 84% of Network Dollars
- 70% of Cable Dollars
- 43% of Spot TV Dollars
- 66% of All TV Dollars

Ad-ID Is Used by Over 700 Agencies

Nearly 2.4 Million Ads Registered



What does an Ad-ID look like?



What is Advertising Metadata?



- **Marketer related**
 - Parent Company
 - Advertiser
 - Brand
 - Product
 - Product Categories
 - Agency Name
- **Commercial related**
 - Media Type
 - Medium
 - Commercial Title
 - Definition (HD, SD, 3D)
 - Length
 - Language



The state of Advertising interoperability

Metadata about ads is rekeyed between 20 & 30 times throughout the life of an Advertisement



*This is A Commercial "Slate"
usually a JPEG image that is inserted at the front of the file that contains an Ad*



Metadata Interoperability

```
<?xml version="1.0" encoding="UTF-8"?>
<adids>
  <status>0</status>
  <count>1</count>
  <adid>
    <adid_fullcode>ZADE0001000H</adid_fullcode>
    <guid>fb1a1dfe</guid>
    <slate>
      <media_type>Video</media_type>
      <video_format_flag>H</video_format_flag>
      <parent id="U10000160">AD EYE DEE CORP</parent>
      <advertiser id="C10000161">AD EYE DEE STORES</advertiser>
      <brand id="B10000162">EYGLASSES</brand>
      <product id="P10000165">REGULAR VISION</product>
      <ad_title>Seeing is Believing</ad_title>
      <created>2015-09-25</created>
      <copyright>2015 Ad Eye Dee Corp</copyright>
      <version>Free case</version>
      <agency_name>Ad-ID, LLC</agency_name>
      <language>English</language>
      <length>30</length>
      <bleed></bleed>
      <color_type></color_type>
      <expandable></expandable>
    </slate>
    <Brand_and_Product>
      <industry_group id="G700">RETAIL</industry_group>
      <major_category id="G710">RETAIL STORES</major_category>
      <sub_category id="G71E">OPTICAL GOODS AND SERVICES</sub_category>
      <product_category id="G71E">OPTICAL CTR</product_category>
    </Brand_and_Product>
    <commercial_delivery>
      <group>Extreme Reach</group>
    </commercial_delivery>
  </adid>
</adids>
```

- Today, standardized content metadata is not pervasive.
- A cause of confusion, and excessive manual intervention
- Metadata interoperability best practices must be developed
 - Will improve operations, administration, measurement and other critical areas

Everything is Digital

Over the Air



Online



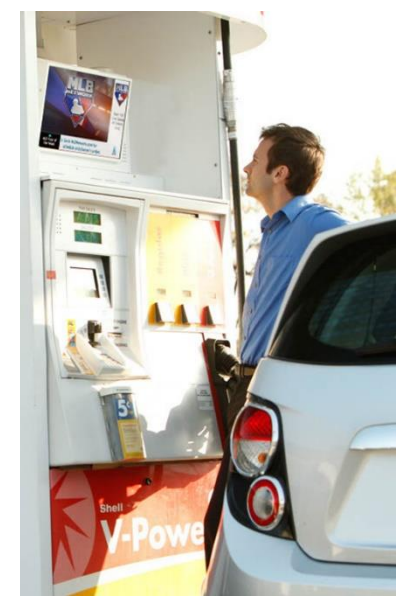
Over the Top



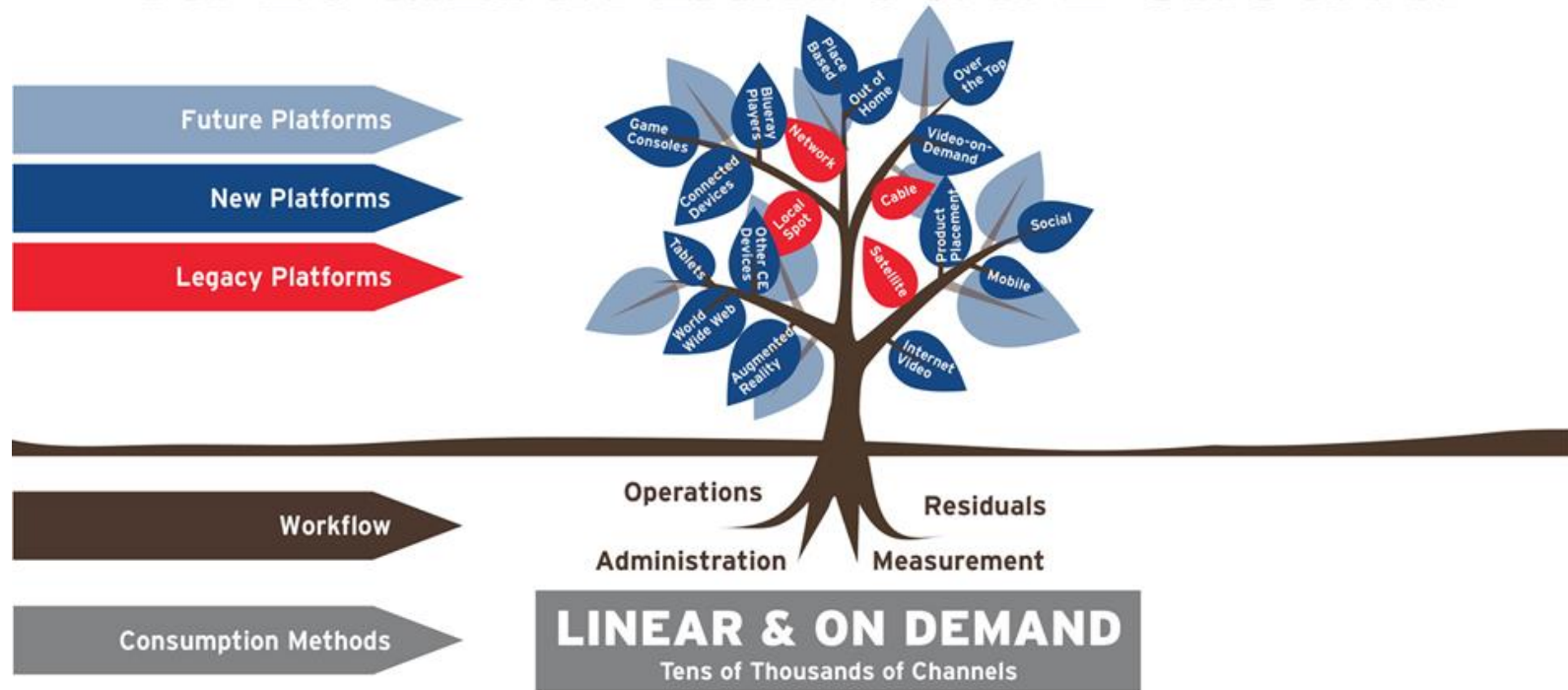
Mobile



Place Based

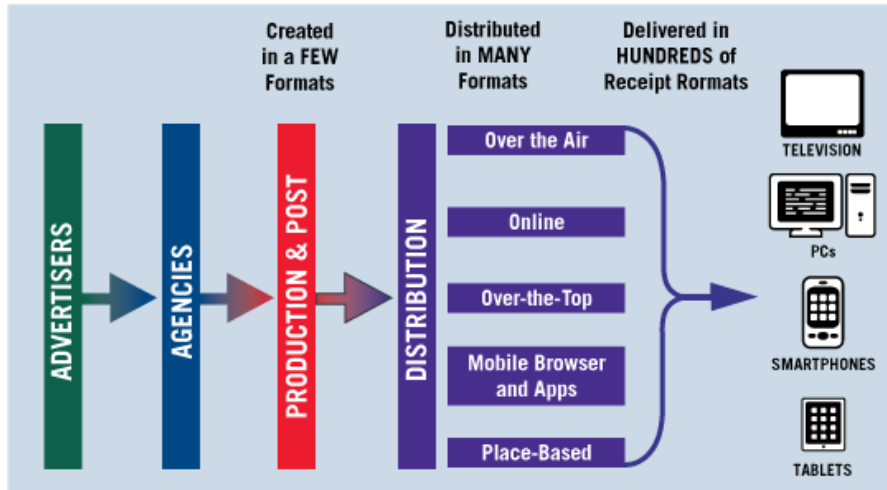


VIDEO MEDIA LANDSCAPE GROWTH





Cross Platform Ads



- Content repurposing across platforms is pervasive
- We must make repurposing seamless
- Content Identification is critical

Metadata Interoperability



- Ad supported content is consumed across many platforms
 - Smartphones, tablets, PCs, connected TVs, etc.
- Standardized IDs for programs and ads underpin more granular and more timely cross platform operations and measurement
 - EIDR for programs
 - Ad-ID for Ads
- There are savings from automated work flows
- There can be billions in upside for media outlets in new and better ad opportunities



All commercials produced for television, radio and digital platforms featuring SAG-AFTRA union members, must use Ad-ID as the sole standard commercial identifier.





The Interactive Advertising Bureau's Digital Video Ad Serving Template (VAST) 4.0 includes a requirement for a unique creative identifier, such as Ad-ID in the United States.



The Coalition for Innovative Media Measurement (CIMM) and the Society of Motion Picture and Television Engineers (SMPTE) have partnered for the Open Binding of IDs to essence (OBID) initiative.

This will define an open method of directly associating industry standard content identifiers (Ad-ID for ads, and Entertainment Identifier Registry Association (EIDR) for programming) with the audiovisual content itself for a variety of purposes, including audience measurement.





*“You need systems,
you need processes,
you need maturity and
sophistication if you are
going to grow profitable
businesses.”*

Randall Rothenberg, CEO, IAB



QUESTIONS?

THANK YOU!

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