



Advertising Collaboration

Harold S Geller
Chief Growth Officer Ad-ID

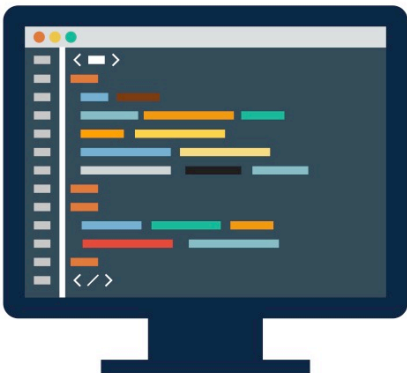
Who is Ad-ID?

A joint venture of:
American Association of Advertising Agencies (4A's)
and the Association of National Advertisers (ANA)

What does an Ad-ID look like?

Company Prefix	User-Provided (letters, numbers)	High-Def or 3D
ABCD	XXXXXXXX	H or D

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

Some Ad-ID Adoption Facts

Nearly 3,000 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 500 Agencies

Over 1.6 Million Ads Registered

The state of Advertising interoperability

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



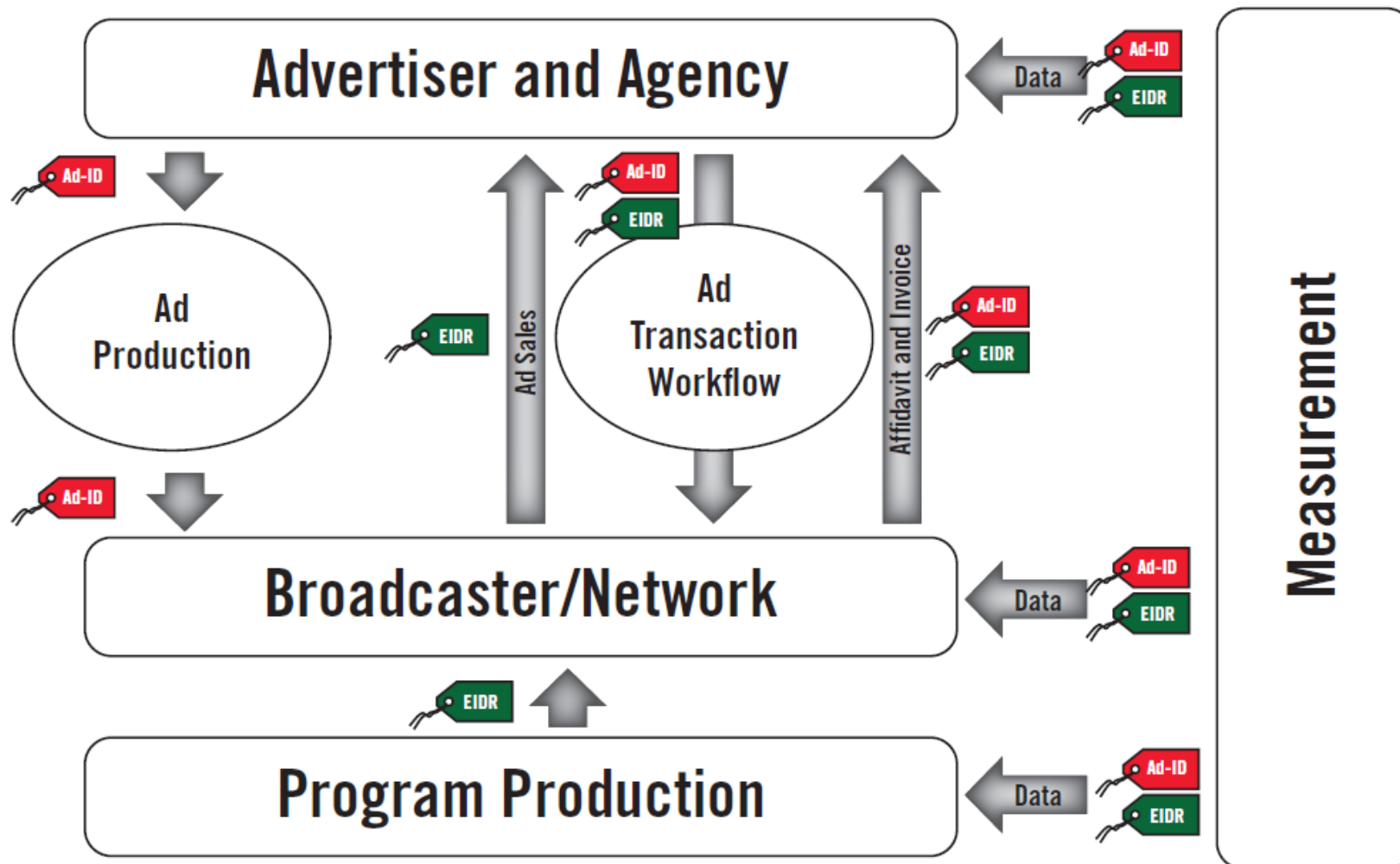
This is A Commercial "Slate"
usually a JPEG image that is inserted at the front of the file that contains an Ad

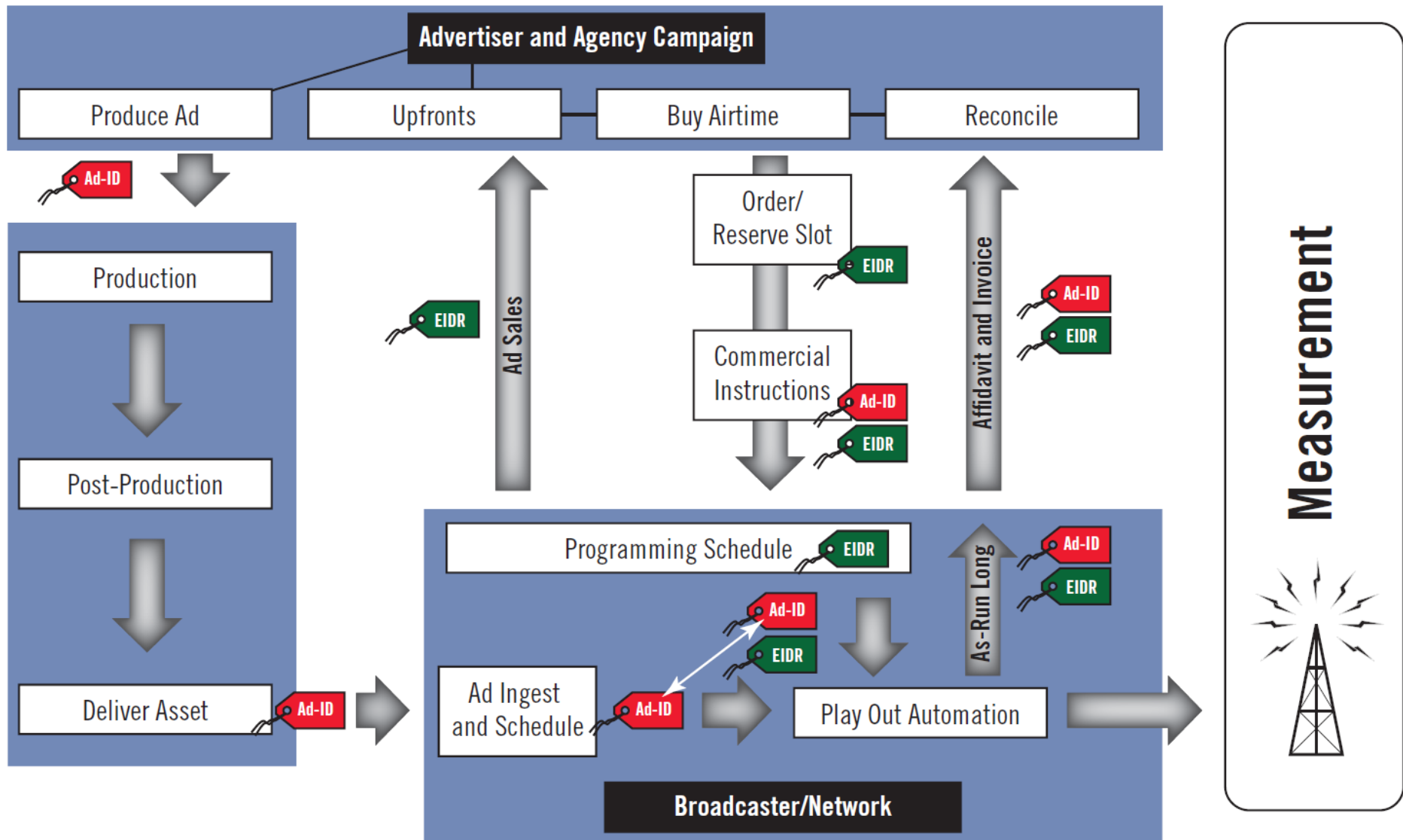
Metadata Interoperability



- 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

Advertising Workflows with IDs





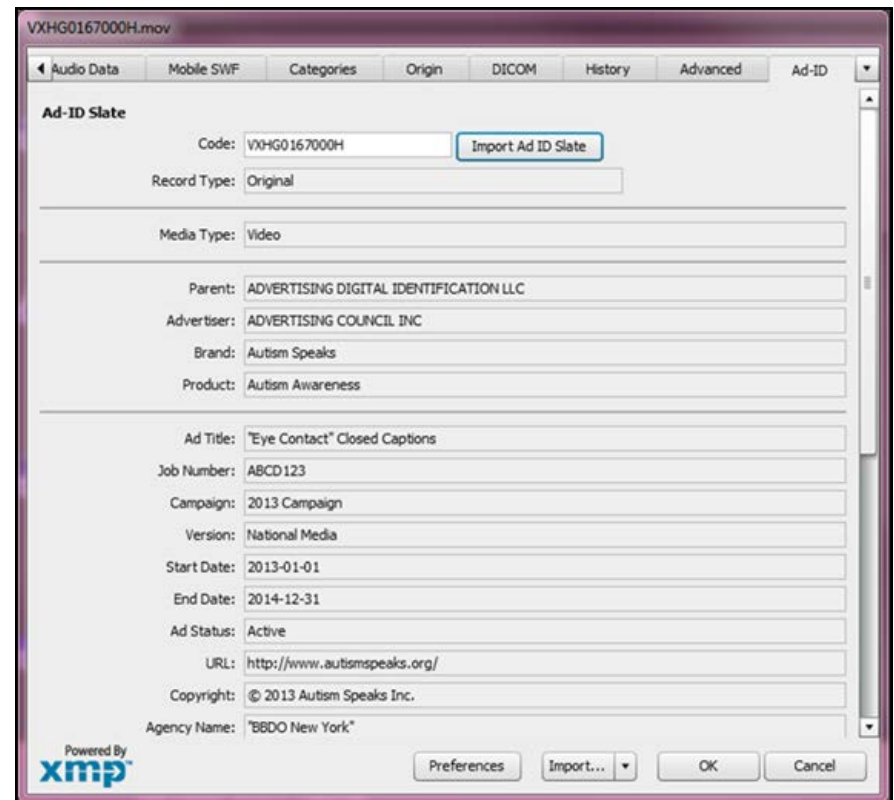
Industry documents that reference Ad-ID

- SMPTE RP 2092-1 Representation of Ad-ID®
- AMWA AS-12 MXF Commercial Delivery
- Ad-ID Digital Ad Slate for XMP Version 1.0
- Ad-ID Extremal Access
 - Complete External Access (for media outlets and audience measurement vendors)
 - Selective External Access (for all other vendors)
- SMPTE RP 2021-5 Using Ad-ID and EIDR as Alternate Identifiers in SMPTE BXF and ATSC PMCP
- Interactive Advertising Bureau – Video Ad Serving Template (VAST)
- SCTE 35-2015 Digital Program Insertion Cueing Message for Cable
- TVB Broadcast Linear Television Programmatic Guidelines and Best Practices Version 1.0





- Ad-ID and Adobe business partner Apago built the first XMP panel to interact with web service
 - Embeds Ad-ID metadata into file formats that support XMP
- Another tool in the Advertising Interoperability arsenal



The screenshot shows the 'Ad-ID Slate' window for the file 'VXHG0167000H.mov'. The window has a tabbed interface with 'Audio Data', 'Mobile SWF', 'Categories', 'Origin', 'DICOM', 'History', 'Advanced', and 'Ad-ID' (selected). The 'Ad-ID Slate' section contains the following fields:

- Code: VXHG0167000H (with an 'Import Ad ID Slate' button)
- Record Type: Original
- Media Type: Video
- Parent: ADVERTISING DIGITAL IDENTIFICATION LLC
- Advertiser: ADVERTISING COUNCIL INC
- Brand: Autism Speaks
- Product: Autism Awareness
- Ad Title: "Eye Contact" Closed Captions
- Job Number: ABCD123
- Campaign: 2013 Campaign
- Version: National Media
- Start Date: 2013-01-01
- End Date: 2014-12-31
- Ad Status: Active
- URL: <http://www.autismspeaks.org/>
- Copyright: © 2013 Autism Speaks Inc.
- Agency Name: "BBDO New York"

At the bottom, there is a 'Powered By xmp' logo and buttons for 'Preferences', 'Import...', 'OK', and 'Cancel'.

Selective External Access Partners

Commercial Distribution

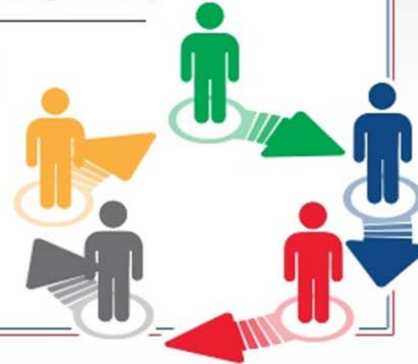


Systems Vendors



Ad-ID Announces Complete External Access (CEA)

New Functionality Will Eliminate
Rekeying of Data & Improve
Cross-Platform Measurement



Media Support for CEA

ABC

CBS & CBS Interactive

Fox Networks Group (Includes 10 Cable networks)

The NBC Universal Networks (Includes over 20 Cable networks)

A+E Networks (A&E, FYI, HISTORY, H2, Lifetime, LMN)

Viacom (Includes over 16 Cable Networks)

How can you help?

It's time to operationalize Advertising Interoperability

- Introduce Ad-ID to the people in your companies responsible for coding Ads
 - They are likely in the marketing department, or perhaps your Ad Agency
- Let's collaborate to break down the barriers to adoption
- Let's work together to develop trials, document and publish the findings

Ad-ID and EIDR together make Media and Entertainment more efficient!



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