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ANA Rallies Interest In Ad-ID

By [Michael Shields](#)

Thursday, August 26, 2004

The Association of National Advertisers is attempting to rally interest in and around Ad-ID, Madison Avenue's digital advertising coding initiative.

In his periodic blog, ANA President-CEO on Bob Liodice on Wednesday implied that a major announcement may be coming regarding the industry's effort to establish a common reporting platform and tracking system for all advertising placements.

Liodice wrote: "One such opportunity we are very excited about is the integration of Ad-ID with the upcoming rollout of electronic data interchange (EDI)."

Ad-ID, a joint initiative from the American Association of Advertising Agencies and the ANA, is designed to serve as advertising's "UPC Code"--a means of digitally tagging and tracking every form of advertising asset. Last week it was announced that the four major networks--ABC, CBS, NBC, and Fox--had agreed to comply with the initiative. The ANA has signed up 100 marketers at this point, including packaged goods giants Johnson & Johnson and Procter & Gamble.

An offshoot of Ad-ID, electronic data interchange promises to create a universal tracking infrastructure for all advertising-related billing and tracking that would ultimately result in a paper-free process. Liodice blogged about the possible benefits: "Just think of the enormous productivity that will be generated by the media ordering and invoicing system. Just think about the end of incorrect advertising placements and screw-ups in the billing process. Just think of having the ability to verify what commercial truly ran. Just think about the opportunity to take your media asset and target it more directly to a particular audience segment or geography--and being able to measure its impact. Those dreams are becoming reality."

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EVP Sales, CBS MarketWatch

▶ Media News

[First Syndication, Then The Nets, Now Cable Is Claiming The Summer Gold](#)

In the last few weeks, there has been a fierce fight over who is king of what has traditionally been the sleepest time of the year in the TV business.

[As Video Games Encroach On TV, Industry Faces A Major Transition](#)

Just as Madison Avenue begins taking the emerging medium of video games seriously as an ad medium, big changes are taking place within the sector, according to studies released this week by two of the industry's biggest players.

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The Association of National Advertisers is attempting to rally interest in and around Ad-ID, Madison Avenue's digital advertising coding initiative.

[Merrill Lynch Downgrades Ad Outlook](#)

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► **Online Media**

[Rich Media Vaults Some Polls](#)

Rich media providers continue to search for ways to fuse marketing initiatives with content. The latest example: PointRoll's Pollster, an interactive polling feature advertisers can add to their campaigns. It will be followed by a similar offering from rival rich media provider EyeBlaster in October.

[Behavioral Targeting Offers Branding Opportunities, But Privacy, Regulatory Concerns Abound](#)

In its new report, "Behavioral Targeting: Enabling Online Marketers to Reach Consumers Earlier in the Purchasing Cycle," eMarketer notes that behavioral targeting provides marketers with a unique branding opportunity, but one that is overshadowed by privacy and regulatory concerns.

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[New Player Emerges To Fill Internet Radio Ratings Void](#)

Just months after Arbitron abandoned an ambitious Internet ratings service, new players have emerged to fill the void. Net Radio Sales and Ando Media Wednesday unveiled Webcast Metrics, a new Internet ratings service that monitors the size of a station's audience and converts the listeners to standard radio metrics used by advertisers and agencies to make media buys.

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phone: 212-204-2000 fax: 212-204-2038
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