



ANNOUNCEMENT: Ad-ID Phase II Site Upgrades

February 2008: Ad-ID will feature some new upgrades based on subscriber feedback. .

- 1) Choosing Multiple Media in Slate Page.** The slate page will show multiple advertising media and allow you to choose more than one format for each Ad-ID code.
- 2) New Fields in Metadata.** New fields have been added to the Agency and Production metadata headings. The Brand and Product are now auto-populated from the slate page into the Brand and Product metadata category. The job number is now auto-populated from the slate page into the Advertisement metadata category.
- 3) High Definition (HD) Coding.** (Please see more detailed info in announcement below.) On the slate page, there will be a check box where you can indicate whether you are creating a code for High Definition (HD), Standard Definition (SD), or both. If you choose both, Ad-ID will automatically create 2 codes according to the agreed upon standard for HD coding. There will also be a drop down box where you can choose the HD resolution.

ANNOUNCEMENT: High Definition Upgrade

February 2008: Ad-ID will be upgraded to include a new high definition code capability. In conjunction with all of the major U.S. TV networks, Ad-ID has facilitated the development of standards for the coding of high definition commercials. All standard definition (SD) commercial codes will be 11 characters; the high definition (HD) version of the ad will contain an H in the 12th character.

Following are the details of Ad-ID's high definition implementation:

The number of characters in a code and the structure of the characters will be dependent on whether or not the asset is a visual medium (see below for list of visual media) and the format (SD or HD).

1. All Standard Definition codes will be 11 characters.
2. All High Definition codes will be 12 characters with an H in the 12th character.
3. All other codes not related to visual media (see definition below) will remain as 12 characters.
4. If a visual medium (see definition below) is chosen, it will be required that a Format is chosen (SD, HD, or both). This field is only required **and available** for visual media codes.
5. If you choose only SD or only HD when the code is originally created, you will be able to go back and create the other version at a later date. For instance, if you create an SD (ABCD1234567) and you later find out you need an HD (ABCD1234567H).
- 6. Once a code is created it can not be removed or replaced.** For instance, if you create an HD and realize you only need an SD, you are able to go back and create the SD in addition to the HD, but the HD cannot be removed or replaced by the SD.

PLEASE SEE NEXT PAGE FOR FURTHER ANNOUNCEMENT INFO

Ad-IDTM NEWS

7. Regarding “center-cut” HD spots, the consensus between agencies and the networks on this business practice is as follows: **A “center-cut” HD spot must have its own unique HD code and should never have an SD code counterpart. It is also recommended that the words “center cut” be contained in the commercial title.**

The codes will be created as follows:

- If you choose a visual medium and only SD as the format, the system will create only one 11-character character code.
 - Example: ABCD1234000
- If you choose a visual medium and only HD as the format, the system will create only one 12-character code with an H in the 12th character.
 - Example: ABCD1234000H
- If you choose a visual medium and both SD and HD as the formats, the system will automatically create 2 separate codes. The High Definition code will include 11 characters with an H in the 12th character. The Standard Definition code will be the same 11 characters as the High Definition, with no H. This meets the requirement that each code be exactly the same except for an H at the end and stay within a maximum 12 characters.
 - Example: SD: ABCD1234000
HD: ABCD1234000H

Ad-ID NEWS

Visual Media

For all visual media listed, it will be required to choose a format (SD, HD, or both).

- Television: ALL
- Television: Network
- Television: Network Hispanic
- Television: Spot
- Television: Spot Hispanic
- Television: Syndication
- Television: Billboard
- Television: On Demand
- Cable TV: ALL
- Cable TV: Network
- Cable TV: Spot
- Cable TV: Hispanic
- Internet Video
- In Store Video
- Theaters
- Digital Cinema Trailer
- DVD Trailer

Contract ID:659

* Ad-ID code(s):

KMMA05220000

* Medium:

SD Format HD Format Select HD Resolution:

<input type="checkbox"/> Television: ALL	<input type="checkbox"/> Cable TV: ALL	<input type="checkbox"/> Radio: ALL	<input type="checkbox"/> Direct Response
<input type="checkbox"/> Television: Network	<input type="checkbox"/> Cable TV: Network	<input type="checkbox"/> Radio: Network	<input type="checkbox"/> Direct Mail
<input type="checkbox"/> Television: Network Hispanic	<input type="checkbox"/> Cable TV: Spot	<input type="checkbox"/> Radio: Spot	<input type="checkbox"/> OOH
<input type="checkbox"/> Television: Spot	<input type="checkbox"/> Cable TV: Hispanic	<input type="checkbox"/> Radio: Syndication	<input type="checkbox"/> Collateral
<input type="checkbox"/> Television: Spot Hispanic	<input type="checkbox"/> Internet Video	<input type="checkbox"/> Radio: Billboard	<input type="checkbox"/> In Store
<input type="checkbox"/> Television: Syndication	<input type="checkbox"/> In Store Video	<input type="checkbox"/> Radio: Hispanic	<input type="checkbox"/> Test Spot
<input type="checkbox"/> Television: Billboard	<input type="checkbox"/> Theaters	<input type="checkbox"/> Print	<input type="checkbox"/> Not For Air
<input type="checkbox"/> Television: On Demand	<input type="checkbox"/> Digital Cinema Trailer	<input type="checkbox"/> Print: Magazine	<input type="checkbox"/> On Air Test
	<input type="checkbox"/> DVD Trailer	<input type="checkbox"/> Print: Newspaper	<input type="checkbox"/> Off Air Test
		<input type="checkbox"/> Internet	<input type="checkbox"/> Other (Describe in Notes)

* Ad Title:

Job #:

* Brand:

* Product:

* Advertiser:

* Agency / Office Location:

 (ex. Saatchi NY)

Copyright:

Campaign:

Start Date:

End Date:

Ad Status:

Active Inactive

We will continue to enhance our current system with the help of subscriber feedback. For questions or comments, please contact Lindsay Garvey at lgarvey@ad-id.org or (704) 501-4410.