

The ONLY advertising asset
coding system
authorized and supported by
the AAAA and ANA

Ad-ID™

The audio portion of this webinar is on:
(616) 883-8055, access code 511-539-907

Welcome To Our Webinar



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What is Ad-ID?

- The foundation of a digital workflow
 - Developed by ANA/AAAA
- Helps eliminate manual data entry/reduce human error
- Is a common standard to improve overall process
- Provides advertisers more time for value added activities



Ad-ID to ISCI Comparison

Ad-ID

- License 4 alpha prefixes
- 11 or 12-character code
- Created by Ad-ID system
- Ad-ID maintains records of prefixes, codes and related metadata
- Applicable for ads in all media

ISCI

- Licensed 2, 3, or 4 alpha prefixes
- 8-character code
- Created by hand
- ISCI maintained records of prefixes only
- Complete codes were maintained by advertiser or agencies
- Used for television only



Why Make the Change Now?

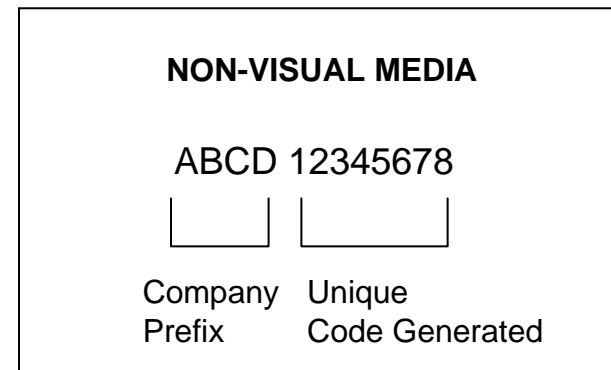
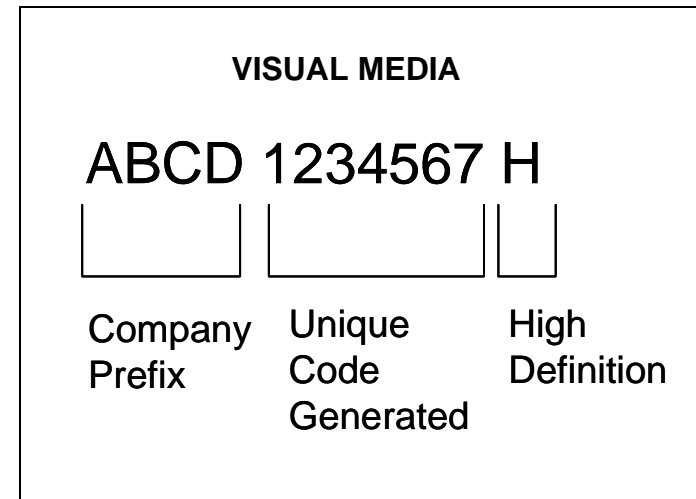
- ISCI no longer reflects the needs of the Marketing communications Industry
 - Everyone is being asked to “do more with the same, or less”
- Simple metadata forms the foundation for digital workflow
 - This industry change is a call to action to look at overall inefficiency
 - Allowing metadata to be re-keyed 5-20 times is unacceptable

“ISCI was right for its time but it's time has passed because the world has gone digital.”



Ad-ID Basics

- Web based system
- Accessible 24/7
- Issues complete unique codes
- Offers flexible number generating structures
- Stores digital slate
- Stores other metadata



Ad-ID Structure Options

4 Digit Sequence

ABCD 0001 000 H
[] [] [] []
Company 4 Digit Overflow High
Prefix Sequence Definition

1 Digit Year + 3 Digit Sequence

ABCD 8 001 000 H
[] [] [] [] []
Company Year 3 Digit Overflow High
Prefix Sequence Definition

3 Digit Sequence + 1 Digit Year

ABCD 001 8 000 H
[] [] [] [] []
Company 3 Digit Year Overflow High
Prefix Sequence Definition

Custom

ABCD 1Y7W 000 H
[] [] [] []
Company User Overflow High
Prefix Provided Definition



Ad-ID Slate ...A Starting Point

Prefix: GRTY
Controller: Ad-ID Test Organization
Prefix Title: Bob's Bicycles
Prefix Description:
Ad-ID code format: SSSS (4 digit sequence. Increments by 1 for each new Ad-ID code.)

Fields marked with "*" are required.

Contract ID: 2962

* Ad-ID code(s):

GRTY02900000

SD Format HD Format Select HD Resolution:

* Medium:

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

* Ad Title:

Job #:

* Brand:

* Product:

* Advertiser:

* Agency / Office Location:

Copyright:

Campaign:

Start Date:

(mm/dd/yyyy only)

End Date:

(mm/dd/yyyy only)

Ad Status:

Active Inactive

* Length/Size:

URL:

ISAN: [?](#)

Auto-generate multiple Ad-ID codes?

To generate multiple Ad-ID Codes based on the original Ad-ID code shown above, enter the total number of Ad-ID code versions you want the system to create.

OR

To generate multiple Ad-ID Codes where each code is aligned with a specific item (cities, phone numbers, franchisees, price points, etc.):

- Click the Yes box. (NOTE: This will ignore the number entered in the box above and use the list below instead.)
- Add comma separated campaign names in the box below.

Yes, I want to generate multiple campaign based codes.

Auto-generate multiple Ad-ID Codes for comma separated list? (NOTE: The items in the list will appear in the "Campaign" field)

Notes:

Create Ad-ID

Clear Form

Advanced Metadata

Ad-iD™ Advertising Digital Identification, LLC

Group: [Home](#) [My profile](#) [Search](#) [Help](#) [Logout](#)

[Add users](#) [Edit Users](#) [Edit Company Information](#) [Reports](#) [Add New Group](#) [Partnership Options](#)

[Print..](#) [Export..](#) [<< Back to Ad-ID codes](#) for **BDAA**

BDAA00170000 Metadata Management

[Summary](#) | [Slate](#) | [Address Book](#) |

[Advertisement](#) | [Advertiser](#) | [Agency](#) | [Brand and Product](#) | [Production](#) | [Media](#) | [Traffic](#) | [Talent](#) | [Legal](#) | [Research](#) | [Misc.](#)

Brand and Product

MetaData [edit]

Product:

Brand:

Product Description:

Item number

UPC

Product Link

Notes

Advertising Digital Identification, LLC

Current Process



Agency/Advertiser



Ad-ID Code
Slate Metadata

RE-KEY into internal agency systems and distributed internally via e-mail / hard copy

- 1 Talent Payment forms
- 2 Broadcast / Print Department files
- 3 Agency Archives
- 4 Account Management files
- 5 Traffic (traffic instructions)
- 6 Digital Asset Mngemnt system

Distribution list faxed, e-mailed

Ad-ID Codes and slate metadata faxed, e-mailed

Faxed, e-mailed

Distribution Facility



9
RE-KEY into distribution system

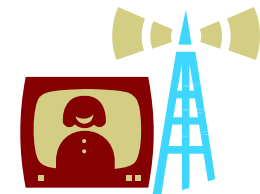
Tape/digital file

Edit House



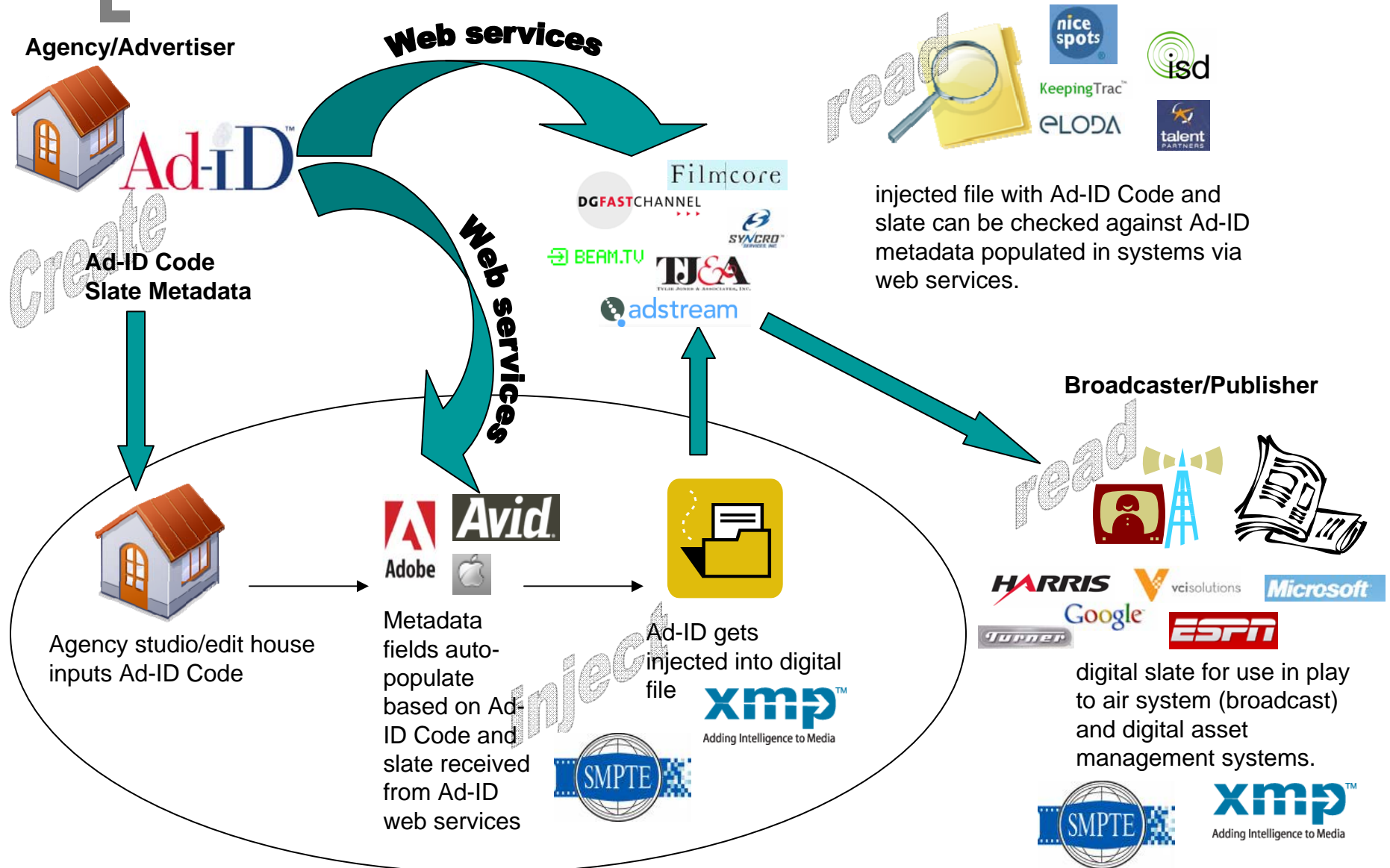
7 RE-KEY Ad-ID Code into the editing software
8 Shipping software

Broadcaster



10 RE-KEY into play to air system
11 digital asset management systems
12 Clearance and Standards records
13 Invoicing

Ad-ID Web Services & Roles



Discussions Going on Right Now



- Society of Motion Picture and Television Engineers
- Society of Cable telecommunications Engineers
- Advanced Media Workflow Association
- Association of Independent Commercial Producers
- Association of Independent Creative Editors
- Cabletelevision Advertising Bureau
- National Association of Broadcasters
- Television Bureau of Advertising
- More cross media support being voiced daily

Some Advertisers Using Ad-ID™



Ad-ID Costs

Code Contracts

Number of Codes	Code Contract
10	\$500
50	\$2,250
100	\$3,000
300	\$7,500
Unlimited	\$10,000

- Good for one year from the date of purchase
- Cover all prefixes for a given advertiser

New Prefix

Prefix	Cost
4 Alpha	\$1,500

- Includes 10 code contract
- Only for advertiser who does not have a licensed prefix through ISCI or Ad-ID

Ad-ID Programs

- Limited Prefix Program
- Non-Profit Program
- Pro Bono Program
- Agency Prefix Programs
- Small Advertiser Program
 - Less than \$5 million a year across all media
 - 300 code contract at \$2,500



Recently
Announced
Program!

Forms for Ad-ID Programs can be found on the Ad-ID website (www.ad-id.org).



Now to September 30, 2008

- Advertisers that purchase code contracts move prefixes to Ad-ID without activation fees
- Code contract must be purchased by October 31, 2008

SEPTEMBER						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

After September 2008

- Advertisers will be subject to the following activation fees in addition to purchasing code contracts
 - 2 Alpha: \$2,500
 - 3 Alpha: \$1,000
 - 4 Alpha: \$500

A calendar for the month of October 2008. The days of the week are abbreviated as S, M, T, W, T, F, S. The date 1 is circled in red, indicating the start of the period mentioned in the text.

OCTOBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

After October 2008

- If a code contract is not purchased, the prefix will be deactivated and subsequently subject to the prefix activation fees

NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

After December 2008

- ISCI Prefixes will not be re-licensed
- Prefixes not activated in Ad-ID will not be tracked or managed
- Ad-ID cannot authenticate codes not created in Ad-ID system

JANUARY						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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If you have any questions, please use the question
box on the right menu

Sign Up for E-Media Front



The screenshot shows the top portion of the Ad-iD website. On the left is the Ad-iD logo with a fingerprint icon over the 'i'. To its right is the text 'Advertising Digital Identification, LLC'. Below the logo is a photograph of three people (two women and one man) looking at a computer monitor. To the right of the photo is a blue box containing the text: 'The only advertising asset coding system authorized and supported by the AAAA and ANA'. At the bottom of the screenshot is a dark navigation bar with the following links: 'About Ad-ID', 'Ad-ID Users', 'Getting Started', 'Help', 'News & Updates', and 'E-Media Front'.

* First Name:	<input type="text"/>
* Last Name:	<input type="text"/>
* Company Name:	<input type="text"/>
* Email:	<input type="text"/>
Phone:	<input type="text"/>
Address:	<input type="text"/>
Address Line 2:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Zip:	<input type="text"/>
<input type="button" value="Submit"/>	

Click here



Questions?



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Thank you for attending. Please be sure to fill in the survey
at the end of this webinar.