

Workflow of an Ad Asset

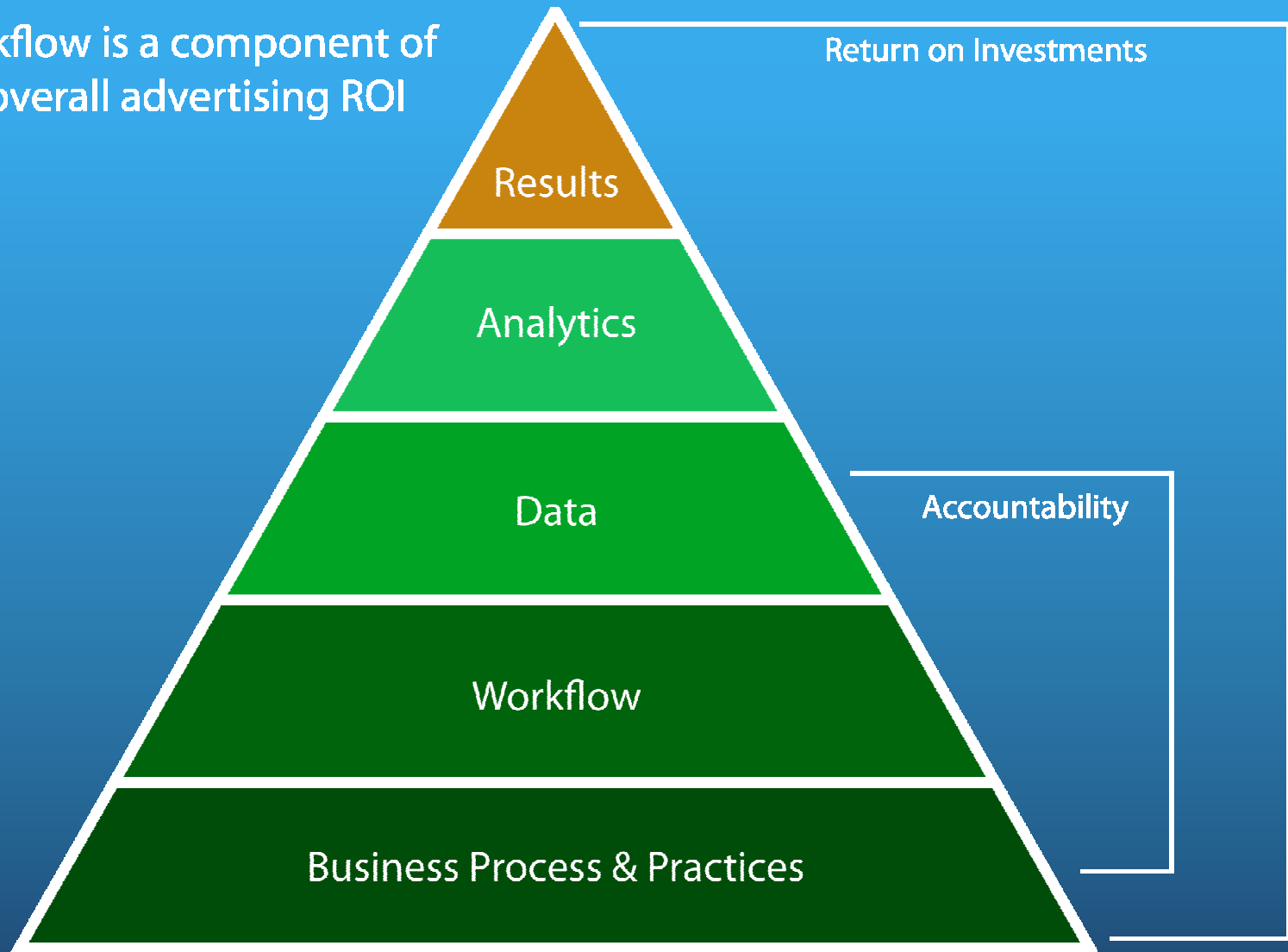
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SVP, Cross-Industry Workflow, 4A's

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Workflow is a component of the overall advertising ROI



Return on Investments

Results

Analytics

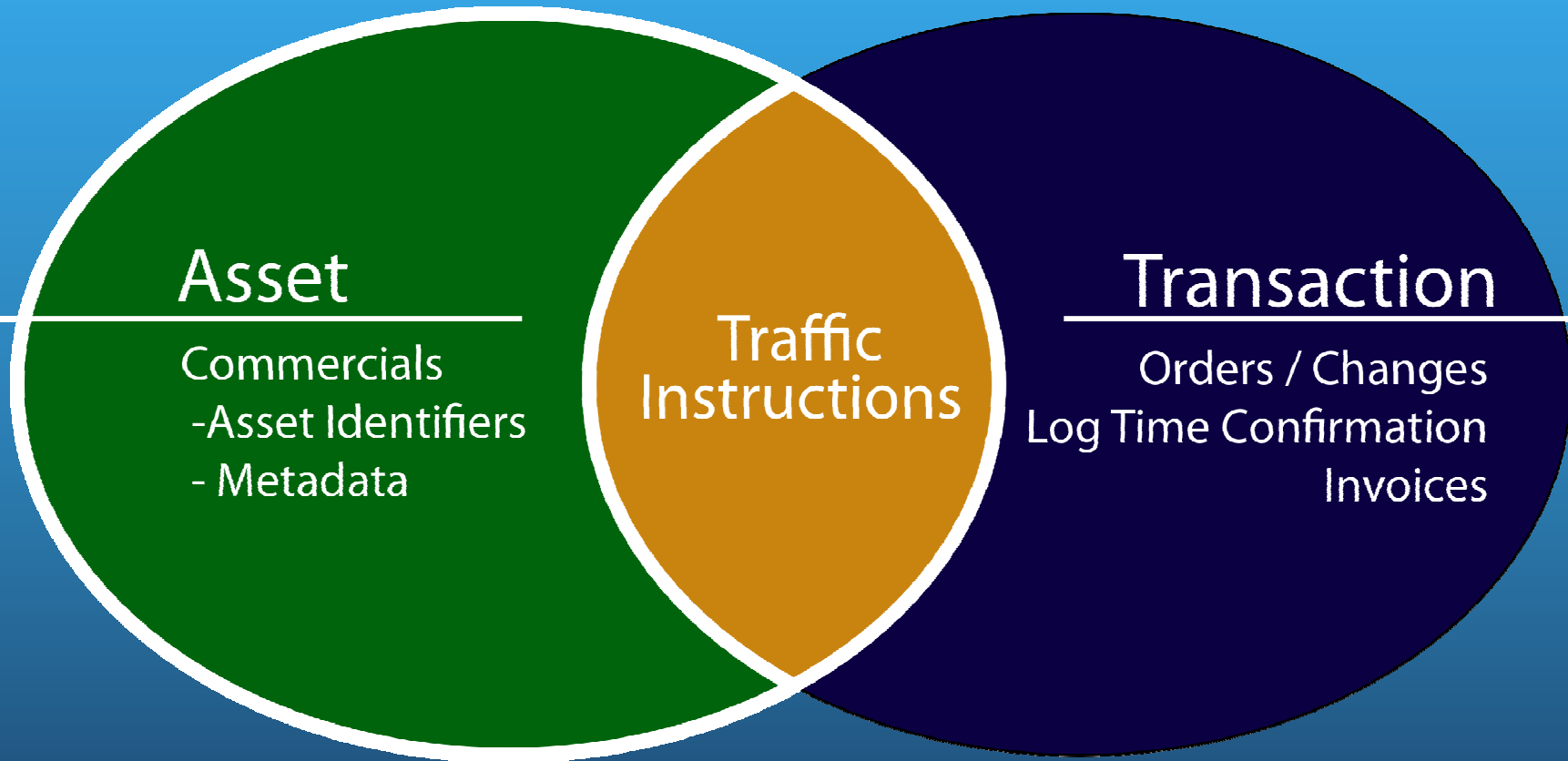
Data

Accountability

Workflow

Business Process & Practices

Types of Workflow



Asset-Related Workflow

- Anything relating to the identification or description of the content itself
- Begins during post production
 - Continues to after consumption by the viewer

Transactional

- Movement of documentation related to the playout of the content to the consumer
 - Relevant standards include:
 - Television Bureau of Advertising (TVB)
 - Cabletelevision Advertising Bureau Schema (CAB)
 - BXF

Traffic instructions

- Asset and Transaction workflows intersect
 - Describe how commercials are to be aired
 - Including rotation patterns and other necessary parameters.
 - Currently no industry standards relate to this.

Stages of Workflow

PRE PRODUCTION

Crew and Casting
Production schedule creation
Estimating
Bidding
Legal
Storyboard



PRODUCTION

Costs
"The Shoot"
Logistics
Location



POST PRODUCTION

Shipping
Traffic
Clearance
Approvals
Slating
Editing
Effects



POST CONSUMPTION

Archival
Evaluation
Reconciliation
Invoicing
Proof of Performance

CONSUMER
CONSUMPTION



MEDIA

Automation Integration
Log Production



Relevant Standards

- Ad-ID
 - Authorized and supported by
 - Association of National Advertisers (ANA)
 - American Association of Ad Agencies (4A's)
- Media outlet automation
 - MXF & BXF
 - Efforts of Society of Motion Picture and Television Engineers (SMPTE)
 - Advanced Media Workflow Association

Metadata

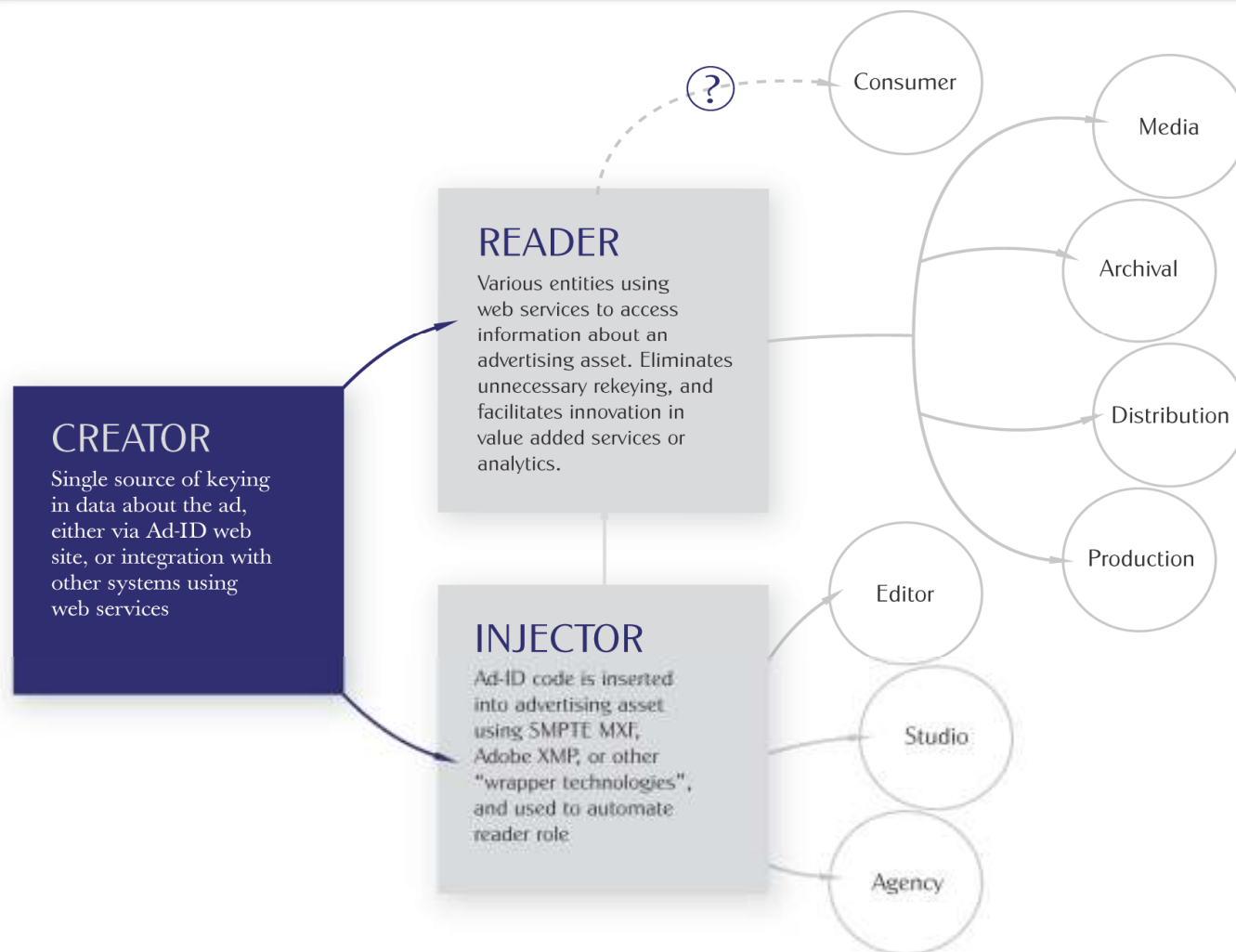
- The foundation of a fully digital workflow
 - Most common advertising metadata is the “Slate”
- Slate data is re-keyed 20 times
 - Includes workarounds to ensure unique codes
 - Checking databases, looking @ history

*Rekeying costs
\$80 Million Annually*

Ad-ID™

Ad-ID: ZRXL2354000H
Agency: The hot new creative shop
Client: The very demanding advertiser
Product: New Product
Title: “The hot new spot that was shot yesterday (High Definition)”
Length: 15
First Air Date: 02/01/09 © The very demanding advertiser Inc.

Involved Parties



Post Production

POST PRODUCTION

Shipping
Traffic
Clearance
Approvals
Slating
Editing
Effects

- Shifts responsibility to “metadata creator”
 - Other parties have no ownership
- Other parties have been held responsible for “keying errors”
 - Keying errors cost money
- Enables repeatable workflow and practices
 - Use case methodology

Media Outlet

- Shorter Material lead times across all media
- New Media opportunities
 - To become scalable needs metadata
 - Due to “self service” model, keying metadata reverts to Agency / Advertiser
- Innovation
 - Contextual advertising placement
 - Airline Advertiser would not want to be adjacent to a plane crash
- Commercial Interactivity

MEDIA

Automation Integration
Log Production

Post Consumption

POST CONSUMPTION

Archival
Evaluation
Reconciliation
Invoicing
Proof of Performance

- Analytics
 - If you can't identify it, how can you accurately measure and aggregate it?
 - Consistent naming and organizing principles
- Innovation
 - What did the UPC code do for packaged goods & retail

A Cross-Industry Dialogue

- Workflow is a subset of Service Oriented Architecture
 - “methods for systems development and integration where systems group functionality around business processes, and package these as interoperable services.”
- There must be agreement amongst all parties to adopt common workflow and metadata standards

Harold's Blog

<http://theebizbuzz.blogspot.com/>

Bob Liodice's Video Blog

<http://ana.blogs.com/liodice/>

Strengthen the Marketing Supply Chain

<http://tinyurl.com/c4vt7z>

