

Compliant ConfrMedia Technology Makes It Possible To Detect Ad-ID Codes

SAN DIEGO, CALIFORNIA – According to the Association of National Advertisers and the American Association of Advertising Agencies, more and more advertisers are making the technical switch to Ad-ID. Ad-ID is a centralized web-based system that helps assign unique digital codes to broadcast commercials, much like the universal product code (UPC) that changed the way retail chains tracked inventory across the country.

As the digital data base for the code, Ad-ID requires a method to be detected, or read. That's where ConfrMedia adds value. ConfrMedia's watermarking technology, the industry standard, makes it possible to read the codes, feeding information directly from a broadcaster's traffic system to agency systems, ensuring positive verification and reconciliation outcomes for both parties.

"ConfrMedia provides the network, method and applications to detect the codes, improving the advertising agency's work flow, giving broadcasters the financial transparency they need to make the advertisers' dollars perform stronger, and providing advertisers the critical information they need to evaluate marketing strategies," explains Harold Geller, Senior Vice President, eBusiness Solutions. "We have built this tool to be easy to use and to integrate very readily into a broadcaster's and agency's operations, tracking broadcast material quickly, easily and 99.9% accurately."

Taking it a step further, Geller notes that acceptance of Ad-ID will contribute to improved media accountability. "To provide greater transparency, there must be accountability to verify every item that is on an invoice regardless of the medium. Electronic invoicing only goes so far."

Geller continues, "By using data from agency, broadcaster and verification interactively, we solve two industry accountability issues and pave the way for agency media people to focus on more of the high-value analytical work that is necessary in our fragmented media environment."

ConfrMedia is a premier broadcast data service that provides the means to independently verify actual airplay of designated advertising or other audio-visual content on a next-day basis across all major U.S. television, cable and radio networks, and all major local television and radio stations. Employing parent company Verance's patented audio watermarking technologies, proprietary monitoring network and data management systems, ConfrMedia tracks and reports broadcast airplay of encoded content with pinpoint accuracy. Verance is based in New York, with a technology center in San Diego and field offices in New York, Los Angeles and Chicago.

For more information on the Ad-ID compliant ConfrMedia technology, contact Joel Zaremby, Senior Vice President of Sales and Marketing, at **212.286.5030**.

NEW YORK

630 THIRD AVENUE
5TH FLOOR
NEW YORK NY 10017
PHONE | 212 286 5030
FAX | 212 286 8167

LOS ANGELES

1800 CENTURY PARK EAST
SUITE 600
LOS ANGELES CA 90067
PHONE | 310 229 5989
FAX | 310 229 5997

CHICAGO

444 NORTH MICHIGAN AVE.
SUITE 2930
CHICAGO IL 60611
PHONE | 312 321 0729
FAX | 312 321 0742

SAN DIEGO

10145 PACIFIC HEIGHTS BLVD
SUITE 200
SAN DIEGO CA 92121
PHONE | 858 202 2800
FAX | 858 202 2801