

Media Support for Ad-ID is Growing

Ad-ID has received growing support from media outlets.

More and more of them are encouraging the use of Ad-ID. Some even require that commercials be identified with an Ad-ID code. You will find reference to Ad-ID included in the commercial traffic guidelines for ABC, CBS, FOX and NBC.

The following cable networks support Ad-ID.

A&E
ABC Family
CMT
CNN
Comedy Central
DIY
ESPN
Fine Living
Food Network
Fox College Sports
Fox Reality
Fox Sports Net
Fuel TV
FX
Great American Country
HGT
Lifetime
Logo
National Geographic
Nickelodean
Nick at Nite
Nick Jr.
MTV
MTV2
MTV Tr3s
MTVU
MTV Hits
MTV Jams
Palladia
Speed
Spike
Teen Nick
TV Land
VH1
VH1 Classic

Ad-ID is in contact with several other cable networks for support.

Ad-ID Support is Growing

Being accountable is one of the most important things that marketers can do; Ad-ID is one of the platforms that improves the efficiency and productivity of the marketing supply chain.

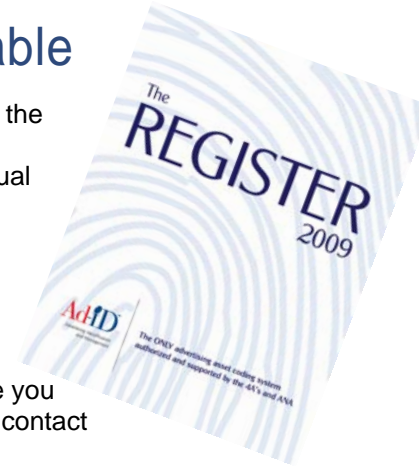
There are currently over 700 advertisers signed up for Ad-ID, which includes 81 of the top 100, and 134 of the top 200. If you are not one of them, you should be. For more details, contact the customer service team at cs@ad-id.org or visit <https://www.ad-id.org/>.

Ad-ID 2009 Register Now Available

The Ad-ID Register is used across all media and throughout the marketing communications landscape, including advertising, production, distribution, archival, and the media. It is an annual listing of the prefixes registered and licensed with Ad-ID.

The 2009 Register is now available on the Ad-ID website at <http://bit.ly/2SvXuY>. This is the first Register of prefixes to be published since 2000.

Please take a moment to review the list of prefixes to ensure you are using the correct licensed prefix. If you have questions, contact Ad-ID customer service at (704) 501-4410 or cs@ad-id.org.



SMPTE Recognizes Ad-ID Advertising Identification System

The Society of Motion Picture and Television Engineers (SMPTE) has released a Registered Disclosure Document (RDD) supporting the use of Ad-ID. The RDD documents the Ad-ID system for identifying advertisements.

While the RDD is not a standard or a guideline, it is the 17th RDD to be released in SMPTE's history. In order to be published, the documentation of the Ad-ID system was reviewed by SMPTE's technical experts for consistency and completeness. Ad-ID is strongly recommended over the now discontinued system, ISCI.

For further details on the RDD, please visit <http://bit.ly/r5QvZ>.



Donovan Update

DDS has recently improved the usability of its local and national traffic systems by creating a single entry for the Ad-ID code.

Ad-ID codes help DDS agencies improve ad trafficking, scheduling, verification and tracking. DDS's broadcast systems have supported Ad-ID since its inception, and is pleased to participate in initiatives that help establish standards throughout the industry.

Agencies can contact their DDS account teams for additional information on Ad-ID implementation in DDS systems.

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