

Research: The Advertising Metadata Lifecycle

Request for Participation in Research Project

As advertising has made the leap from analog to digital, both the need and our ability to automate various aspects of the advertising lifecycle have increased dramatically. Consistent metadata is key to successful automation of the broadcast advertising lifecycle. But what is metadata? Where does it reside? Who creates and consumes it? What does it tell us?

Metadata is literally "data about data." Back in the analog days, sticky notes on file folders or inside videocassette cases (or handwriting on the cases or folders themselves) were metadata. Today, metadata is digital, and can be embedded within a digital file (e.g. the ad itself) or can reside remotely in a database. Advertisers, agencies, media, and other vendors enter metadata into a variety of systems throughout the ad lifecycle including production, traffic management, digital asset management, broadcast, and business systems.

Ad-ID and Earley & Associates (www.earley.com), a provider of consulting services in metadata standards, taxonomy development and management, digital asset management, search strategy and integration, enterprise information architecture, and "findability", have put together a survey (<http://bit.ly/1zq23>) to help shape industry standards and policy and accelerate the time to value around metadata management for both vendors and customers.

Please take a few moments to fill in this survey.

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Why You Need the Sustainable Advertising Partnership, and It Needs You!

The Institute for Sustainable Communication (ISC), and Ad-ID LLC are partners in The Sustainable Advertising Partnership (SAP) Climate change and sustainability challenges are of growing concern to consumers, CEO's, investors and the media. The effects of climate change caused by greenhouse gas emissions are becoming increasingly visible. Heat waves, periods of extreme drought, catastrophic flooding and intensifying storms are just some of the weather phenomena that repeatedly remind us how our climate is changing. In addition, this December in Copenhagen, world leaders will be meeting at the UN Climate Change Conference to take concrete actions.

Going forward, advertisers and their supply chain partners will be called upon to know and do more. Responsible brands will be expected to address climate change and sustainability in all aspects of their businesses... including the sustainability of their advertising media choices. In particular they will be called upon to identify, quantify, offset and ultimately reduce the climate change impacts associated with their advertising related supply chain practices.

Advertising media supply chains employ billions of kilowatts of energy and they produce egregious flows of paper waste and e-waste. For each kilowatt of energy used close to two pounds of green house gasses are emitted. Neither print nor digital media advertising, as currently produced and managed, are sustainable... but they can be if advertisers and supply chain partners work together. Collaboration is essential because print and digital media supply chains are complex, highly fragmented, waste-intensive systems of commerce that employ vast quantities of paper, fossil fuel energy and petrochemical products.

Print and digital media can and must be reinvented to make more effective use of resources if they are to provide advertisers with sustainable ways to engage customers and other stakeholders in the face of rising energy costs, population growth and climate change. Primary objectives of the Sustainable Advertising Partnership are to identify and quantify the flows of energy and materials associated with advertising supply chains so that advertisers can make informed choices and take constructive action in their own right. Ad-ID, as the only advertising asset coding system authorized and supported by the 4A's and ANA, is the logical identifier, to track the necessary benchmarking data. This builds on a core Ad-ID value statement, "if you can't identify it, how can you accurately measure and aggregate it?"

The Sustainable Advertising Partnership, organized as a project of the non-profit Institute for Sustainable Communication, is an inclusive non-political industry coalition of advertisers, publishers, ad agencies, printers, paper companies, retailers and other stakeholders dedicated to raising awareness and fostering the widespread adoption of advertising supply chain practices that address climate change and the challenges of sustainability.

If you depend on or produce advertising media we encourage you to join us! Now is the time for advertisers and their agencies to demonstrate responsible leadership. Advertising about sustainability and sustainable advertising media supply chains can make all the difference in the world.

For more information visit: <http://bit.ly/sapadid>

By Harold Geller, Managing Director Ad-ID LLC, and Don Carli, Senior Research Fellow, Institute for Sustainable Communication



Ad-ID Announces Radio Accountability Initiative

In March Ad-ID announced the "Radio Accountability Initiative," which was endorsed by the Radio Advertising Bureau (RAB). The initiative will address accountability and distribution platforms that ensure the right commercials get on the right stations.

In endorsing the initiative, Jeff Haley, president-CEO, RAB, said "As radio aims to grow its share of ad dollars, proof of performance, improved commercial workflow and consumer interactivity are increasingly important at the station level. It is beneficial to make radio commercials as interactive as the purchase-enabled songs to which they are attached."

"Accountability in radio revolves around identification. If you can consistently identify a spot, the advertiser it's associated with, and centrally access other necessary information, you create an environment where accountability and transparency are core capabilities," added Harold S. Geller, managing director, Ad-ID LLC. "Each of the founding participants in this initiative plays a key role in radio workflow; together they can demonstrate the accountability of radio."

Ad-ID Partnering with ASOC8



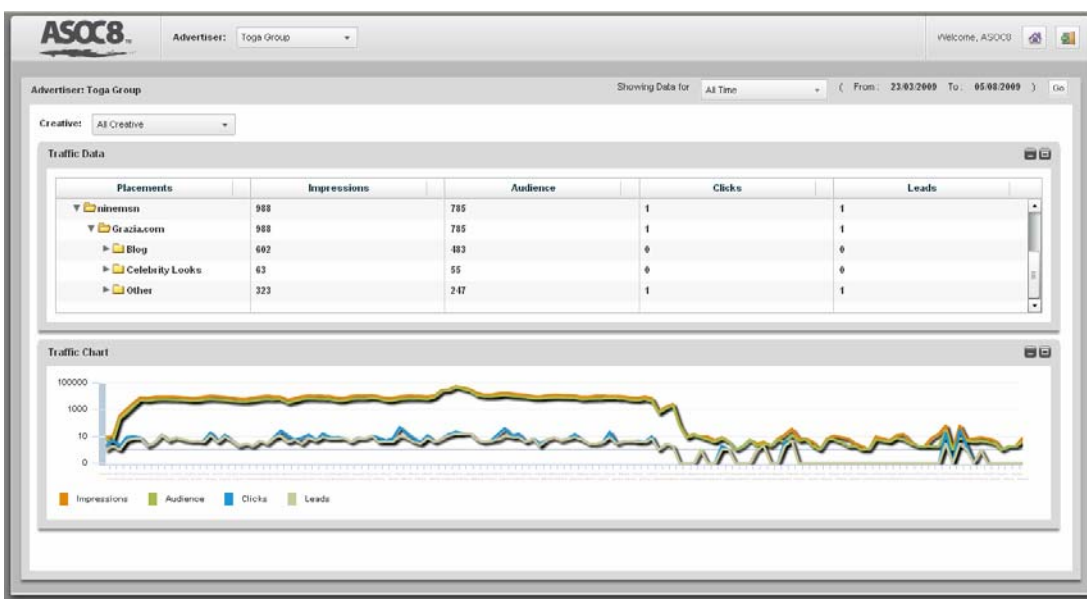
Ad-ID is partnering with ASOC8, an advertiser service that counts and validates the delivery of all types of digital ads across multiple platforms, in order to provide their mutual clients easy access to the Ad-ID database via the ASOC8 client dashboard. Clients of ASOC8, while monitoring the real-time delivery of their campaign ad impressions on the Internet, will also be able to easily link to the relevant campaign metadata in the Ad-ID database.

ASOC8 is unique in that it does not use conventional statistical methods, but rather verification at the granular level of individual ad views enabled by the deployment of a universal tag. It does this by applying a unique tag to each creative unit, which signals to the independent ASOC8 servers to validate the delivery of the ad impression. Each ASOC8 tagged ad will also contain an Ad-ID identifier, and the two systems will be linked via web services.

The combined Ad-ID and ASOC8 tags will commence with beta trials with US advertisers in August 2009. This simple connection between the two systems will serve as a very useful conduit to the entire Ad-ID database, affording ASOC8 clients a unique and added benefit to the campaign monitoring ASOC8 provides.

By Leo Scullin, Co-founder and Chief Client Officer
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Screen Shot of ASOC8 Dashboard



Ad-ID Implements reCAPTCHA Service for New User Sign Up

In order to ensure the Ad-ID database does not get cluttered with erroneous accounts, Ad-ID has implemented a CAPTCHA during the new user sign up. CAPTCHA validates whether the user is a real human or a computer and are used to prevent misuse of websites by automated programs, or "bots." It shows distorted text (example below) that the user has to enter in on the sign up form to complete the sign up.

Ad-ID is specifically using reCAPTCHA (<http://recaptcha.net>), which helps with the process

of digitizing books that were written prior to the computer age, such as old editions of the New York Times. Books are being scanned and transformed into text for archiving, however, during the transformation process to text, some words are not readable. The distorted text users receive from

reCAPTCHA are words that could not be read by computers. When a human inputs the word online during the sign up process, it helps to confirm the correct word.



Ad-ID Can Save the Advertising Industry Over \$80 Million

From the time that an advertiser gives approval to create an ad to the time that the ad actually airs, and is invoiced to the agency, information about the ad is rekeyed up to 20 times. That huge duplication of effort, known in the agency backroom as "rekeying", can cost the industry up to \$80 million annually. In addition to eliminating the need to rekey, Ad-ID affords shorter material lead times across all media and innovation, such as contextual advertising placement.

ANA President and CEO Bob Liodice, said in a recent video blog (<http://bit.ly/Liodice>), "Being accountable is one of the most-important things that marketers can do..." and that "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 Ad-ID's customer service team at cs@ad-id.org.

Ad-ID Recommendation to Administrators

It is recommended that administrators designate other administrators or users to access a group so that there is someone who can create codes and access the system if the administrator is out of the office. Administrators are the only ones that can activate prefixes and add other users, so Ad-ID will not be able to assist customers with those functions if an administrator is unavailable.

Administrators should check the list of users for each of their groups on a quarterly basis to make sure that the list is up to date. Users that no longer need access or are no longer with the company should be set as "Not Active". Also, if new prefixes have been activated in a particular group and there are users with "Edit Only" or "View Only" access, you will need to update the user's access accordingly.

If an administrator or user is no longer with the company or working on a piece of business, it is highly recommended that the new contact be set up on Ad-ID with their own log in instead of using the previous person's information. All notices from Ad-ID are sent to the email addresses on file in our database, so if you are signing in under someone else, you will not receive notices from Ad-ID such as updates to the website and system functions, changes to Ad-ID policies, notice of contract expirations, notice when contracts are almost depleted, etc.

If you have any questions, please contact Ad-ID customer service at cs@ad-id.org or (704) 501-4410.

Ad-ID FAQs

Q: Can I delete or edit Ad-ID codes?

A: Once a code is created in Ad-ID, it cannot be deleted from the system.

You can edit all fields in Ad-ID, but you cannot edit the code itself. The format, which indicates whether the code is SD or HD, cannot be edited since the code structure is based on that choice.

The ability to edit the medium field is limited. A television code cannot be edited into a radio code or vice-versa. This is because the code structure varies based on specific media. For more information on the Ad-ID code structure, please go to the Ad-ID Structure section of the Ad-ID website.

Q: How do I set permissions for other users?

A: Only administrators of a group have the ability to edit permissions for other users in the group. By clicking on the "Edit Users" button, the Administrator can see everyone who has access to the group. The person's role can be changed from administrator to user or vice versa at any time. If the person no longer needs access, they can be set as "Not Active".

Permissions can also be set by prefix by clicking on the person's name. The default setting is Create which allows the user to create, edit and view codes. Permissions can also be set to "Edit Only", "View Only", or "None". Please note that if the administrator activates more prefixes in the group at a later date, the permissions for each user will have to be updated accordingly. The default setting for all prefixes activated in the group will be "Create".

New Ad-ID Instructional Videos

In order to better service our users, Ad-ID has developed instructional videos to provide detailed help on the functions of the Ad-ID system.

The videos can be found in the Help section of the Ad-ID website (<http://ad-id.org/help/>). The topics include:

- Activating/Licensing a Prefix
- Creating Single Ad-ID Codes
- Creating Multiple Ad-ID Codes
- Creating SD or HD Version of a Code
- Editing Code Slate Information
- Purchasing Code Contracts
- Entering/Editing Metadata
- Generating Reports
- Using Search
- Adding and Editing Users
- Adding a New Group

Help documents are also available online with descriptive instructions that can be viewed in pdf format.

Ad-ID Working With BorisFX on Slating Application

Boris FX, a leading developer of integrated graphics and effects technology, is developing a slating capability that will use XML files exported from Ad-ID so that a commercial slate can be created using the data entered in Ad-ID. The slates will not be created in the Ad-ID system but the slate information will be exported from Ad-ID and then used in the slate application to avoid re-keying of the data.

Stay tuned for further announcements as this project develops.

Ad-ID New Address

The Ad-ID offices have a new address as of April 2009. Please update your records to reflect our new location:

11020 David Taylor Drive
Suite 305
Charlotte, NC 28262-1102

Phone and email remain the same.