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SMPTE Recognizes Ad-ID Advertising Identification System

NEW YORK, November 12, 2009 ... 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.

Ad-ID, jointly owned by the 4A's and ANA, is the first and only advertising asset coding system supported and authorized across all media. It is an essential element of a fully digital workflow and eliminates the need to rekey data multiple times.

"The 'fully digital workflow' is both interesting and challenging – and I don't think most people realize how much work remains to be done!" said Peter Symes, Director, Standards & Engineering, Society of Motion Picture and Television Engineers.

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.

"This RDD is a significant step forward in digital workflow because it makes the technical details of the Ad-ID system available through SMPTE, the recognized worldwide leader in standardization for the motion imaging industry," said Harold S. Geller, Managing Director, Ad-ID. "By its release and acceptance into the engineering community, Ad-ID is working to strengthen the marketing supply chain."

The RDD will be available through SMPTE as a single document download, as well on the next edition of SMPTE's Standards CD, which is expected to be released at NAB next April. More information on purchasing the RDD or Standards CD is available at <http://store.smppte.org>.

For more information about Ad-ID please visit www.ad-id.org.

About Ad-ID

Ad-ID is the only advertising asset coding system supported and authorized by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA) across all media. It is guaranteed to be globally unique and has more than 70 metadata fields, (including: advertiser, product, brand, ad title, medium, agency, and length / size). Ad-ID is a flexible metadata model that can integrate requirements of any media, and provides Web services that enable the easy retrieval of



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data by authorized users. There are currently over 700 advertisers, including 81 of the top 100 in the United States, signed up for Ad-ID.

About the Society of Motion Picture and Television Engineers

The Oscar® Award-winning and Emmy® Award-winning Society of Motion Picture and Television Engineers (SMPTE) is the leading technical society for the motion-imaging industry. As an internationally recognized and accredited standards-setting body, SMPTE develops standards, recommended practices and guidelines, and spearheads educational activities to advance engineering and moving imagery. Since its founding in 1916, the Society has established close to 600 standards, including the physical dimensions of 35mm film and the SMPTE-time code. More recently, it crafted the Digital Cinema Standards, which paved the way for digital movie theaters. Underscoring SMPTE's leadership in technology and standards development, the Society received a prestigious technical Emmy® Award in January of 2009 for its work in the development of the MXF and GXF file formats. Headquartered in New York, SMPTE is comprised of engineers and other technical specialists, IT, and new media professionals, filmmakers, manufacturers, educators, and consultants in more than 65 countries. They are joined at SMPTE by more than 200 sponsoring corporations, principal players in content creation, production, and delivery for all platforms and in entertainment hardware and software. www.smpte.org

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