



Donovan Data Systems



DDS and AAAA Streamline Commercial Record Ad-ID Setup

June 15, 2006

Donovan Data Systems in collaboration with the American Association of Advertising Agencies (AAAA) has developed a simple, efficient, and flexible procedure for using a 12-character Ad-ID in the ID field of the Commercial record. With Ad-IDs replacing the ISCI code system as the standard for coding commercials, this procedure will allow users to easily move to the Ad-ID system.

You can now use a 12-character Ad-ID where the last 4 characters are zeros in the 8-character **ID** field of the Commercial record. If you choose to type the first 8 characters of the Ad-ID in the **ID** field of the Commercial record the system does not require an entry in the **Ad-ID** field. You can still use both the **ID** and **Ad-ID** fields of the Commercial record if you prefer.

Note: This procedure applies only to 12-character Ad-ID codes where the last 4 characters are zeros, e.g., **AAAA12340000**. Any Ad-ID code that does not meet this criteria must be typed in the **Ad-ID** field of the Commercial record.

About DDS

Donovan Data Systems (DDS) is the leading provider of systems, software, and service to the advertising industry. Since 1967, DDS has continuously provided a wide range of business solutions that bring operating efficiencies to media specialist companies, full-service advertising agencies, TV rep firms and TV station groups in North America and Western Europe. This collaboration on Ad-ID will benefit the shared client base of the AAAA and DDS, and both organizations will continue working together to improve the business processes of its clients.

About Ad-ID

Ad-ID (Advertising Digital Identification) is the web-based system that generates a unique identifying code for each advertising asset. As the new industry standard for all forms of media, Ad-ID enables advertisers, agencies, and the media to improve upon trafficking, scheduling, verification, and tracking purposes. Ad-ID replaces the ISCI commercial coding system and other methods used to identify advertising assets.

For questions on Ad-ID, please contact Brandon Perry at (704) 501-4410 or bperry@aaaabenefits.com.