

Latest News:

In fall 2007, Ad-ID will be making some important revisions to the current system. Listed below are some of the exciting updates.

Finding prefixes:

When a user logs in to his or her account, there will be a drop down list for prefixes on the home page. Now you can choose the prefix for which you would like to view codes without scanning through multiple pages to find the prefix.

Choosing multiple mediums for one code:

When you create a code, the slate page will show multiple advertising mediums to check off. This allows you to choose more than one format for each Ad-ID code. For instance, you may have a television spot that will also be used for Internet advertising. In the slate information page, you will be able to check off both television and Internet for your advertising media.

Coding for High Definition:

When creating a code for a high definition spot, there is a check box at the top of the slate page where you can indicate whether you are creating a code for high definition, standard definition, or both. If you choose both, Ad-ID will automatically create two codes.

The high definition will contain an H in the 12th character and the standard definition will not have a 12th character.

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It's Official: Ad-ID™ is the Industry Standard

In a recent letter distributed throughout the advertising industry, it was announced that ISCI, the manual advertising asset coding system in place since 1969, has been withdrawn from the marketplace. ISCI is now replaced by the Web-based complete-code system, Ad-ID™. Ad-ID was introduced in 2003 and is the only AAAA and ANA authorized and supported advertising asset coding system.

Since 1992, the AAAA and the ANA have had the responsibility and the obligation to set the standard for advertising asset coding. After a comprehensive study with outside consultants and industry advice, the AAAA and ANA recognized that a transition to a centralized industry code repository was necessary to protect the absolute uniqueness of codes.

The Future of Ad-ID

As technology continues to change the media landscape, Ad-ID is keeping up with the times and finding new ways to better serve its users.

Currently, Ad-ID users are able to input detailed information, known as metadata, for each individual advertising asset. Ad-ID is accessible by any party that is authorized to do so by the advertiser or its agency, and the metadata will soon be accessible via XMP for parties capable of reading them.

Ad-ID is partnering with Adobe's Extensible Metadata Platform (XMP), which is a labeling technology that allows you to embed metadata about a file into the file itself. With XMP, desktop

Ad-ID has gained great traction among leading advertisers and agencies and is poised to become the foundation of a digital workflow and a cross-media standard. Ad-ID has also become a platform to engage agencies and broadcasters on key coding issues such as HD recognition. The benefits of Ad-ID stem from improved productivity and better information throughout the marketing communications landscape and advertising assets.

Ad-ID's Web services interface with other systems to eliminate manual re-keying of information. Broadcast ad metadata is currently re-keyed 8-13 times from the time of production to airplay.

Prefixes previously assigned by the now-defunct ISCI system will be grandfathered in the Ad-ID system until January 2009.

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applications and back-end systems gain a common method for capturing, sharing, and leveraging this valuable metadata, which opens the door for more efficient job processing, workflow automation, and rights management, among other possibilities.

The combination of Ad-ID's Web services and XMP allows for metadata interfacing with other systems. This will eliminate manual re-keying that often causes costly errors, as well as streamline ad information and distribution throughout the entire process.

For more information, please contact Harold Geller at (212) 850-0795 or hgeller@ad-id.org.

Latest News (cont.):

As confirmed by the networks, the high and standard definition codes must be exactly the same except for the 12th character.

For example...

HD: ABCD1234000H

SD: ABCD1234000

If you only choose high definition, the system will generate only one code with an H in the 12th character. If you choose only standard definition, the system will generate the usual 12 character code (no H).

Metadata:

You will see changes in the fields under some of the metadata categories. The metadata section of Ad-ID will continue to change as Ad-ID becomes the standard coding system in more media platforms. Ad-ID is also dedicated to developing partnerships with suppliers who need access to ad metadata. This effort will only grow through the increased adoption and support of Ad-ID and increased use of the metadata features.

Pricing:

The contract pricing will be revised so that all new Ad-ID contracts will include the metadata function. As discussed in "The Future of Ad-ID" section, the metadata in Ad-ID is an important feature that advertisers/agencies should take advantage of. As Ad-ID continues to make progress with projects such as with Adobe XMP, the metadata feature will become more important and valuable to each Ad-ID user.

Ad-ID User Tip

Create multiple codes at the same time.

If you want to make multiple codes that will contain the same general information, click on "Create Code." Fill in the necessary slate information. In the "Auto generate multiple Ad-ID codes?" section, type in the number of codes you need to create. Click on "Create Ad-ID."

This will create multiple codes without having to input the same information more than once. You can now go back to each individual code and make any needed changes to each.

It's Official: Ad-ID ...

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However, in order to create complete codes in Ad-ID using activated prefixes, it is necessary to purchase code contracts.

Advertisers that currently have ISCI prefixes will have until July 2008 to activate those prefixes at no charge, by purchasing an annual Ad-ID code contract. After that time, there will be an activation charge in addition to the code contract. Prefixes that are not activated by January 2009 will be eligible for re-issue.

If you have not yet adopted Ad-ID, please go to www.ad-id.org or contact Lindsay Garvey at (704) 510-4410 or lgarvey@ad-id.org.



Introducing Your Ad-ID Team

Harold Geller joined the AAAA in January with responsibility for all AAAA digital initiatives, including promotion and sales of Ad-ID, the industry-wide standard for digital identification of advertising across all media platforms, as well as ebiz for media, the AAAA's initiative to develop a purely electronic exchange between media buyers and sellers. Geller has been in the media industry for 25 years.

Geller comes to the AAAA with extensive agency systems experience both in the United States and Canada, most recently serving as senior vice president, eBusiness solutions, at ConfirMedia, where he worked closely with advertisers, agencies and broadcasters to develop innovative ways to use technology in the area of commercial verification.

Previously, Geller worked at AAAA member agencies, including MindShare, Ogilvy &

Mather, and McCann Erickson, where he was instrumental in the implementation of technology solutions to improve client-agency relationships.

Harold has been active in many committees relating to media industry automation, including serving as chairman of the AAAA Media Technology Committee and the eBusiness Task Force.

Check out Harold's blog at <http://thebizbuzz.blogspot.com>.



Lindsay Garvey joined Ad-ID in July as customer service representative. She is responsible for assisting all current customers with their specific needs, answering questions from new and potential customers, and setting up new customers in the Ad-ID system. She also supports Harold Geller in his Ad-ID efforts.

Garvey comes to Ad-ID with lots of experience in marketing and advertising. She worked in marketing for a consumer product manufacturing and distribution company, where she developed an interest in advertising. Most recently she worked as media director for an advertising agency located in West Palm Beach, Florida.