

## Press Releases

### Ad-ID Adopted by DoubleClick in DART Motif for In-Stream

#### *New Publisher Solution Will Allow Advertisers and Agencies to Compare Offline and Online Video Advertising*

**New York, NY, 11/6/2006** - Ad-ID LLC, the universal advertising coding standard jointly developed and owned by The Association of National Advertisers, Inc. (ANA) and the American Association of Advertising Agencies (AAAA), and DoubleClick Inc., the premier provider of digital marketing technology and services, today announced that DART Motif for In-Stream, DoubleClick's new publisher solution for managing video ad serving, will support the Ad-ID coding standard. Publishers using DART Motif for In-Stream will enable advertisers and agencies to compare their online video campaign results with their offline, TV advertising campaigns.

"We are very excited about DoubleClick's adoption of the Ad-ID standard" said Barbara Bacci Mirque, Ad-ID co-CEO and ANA Executive Vice President. "We have reached a tipping point in the business of online video and the adoption of Ad-ID by the leader in digital advertising is a big step forward for the entire industry."

"With the rapid movement of television advertising dollars online, clients want a bridge between the two media," said David Rosenblatt, CEO of DoubleClick. "Using a television-based standard for scheduling and reporting online video advertising makes financial and accountable sense to both buyers and sellers in the online medium."

Ad-ID ensures more advertising runs as planned by avoiding errors in the identification, scheduling, and airing of advertising and generates efficiency by reducing the time spent identifying, trafficking, and tracking advertising. In addition to helping more advertising run where, when, and how it is planned, Ad-ID can be used by verification services to track when, where, and how an ad actually ran.

DART Motif for In-Stream is designed to allow publishers to offer measurable and differentiated streaming video inventory to advertisers, while also providing industry-leading metrics and unique in-stream video ad effects. In addition to IAB compliant and Ad-ID codes, DART Motif for In-Stream tracks extensive metrics such as mutes, midpoints, pauses, restarts, average view times and full screen views as well as standard metrics such as impressions, clicks and completes. DART Motif for In-Stream also includes video ad effects that address the needs of advertisers who are going beyond video, including clickable video that allows users to explore the detailed features of an ad and telescoping capabilities that allow users to learn more about a featured product or service.

#### **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.

#### **About the ANA**

The ANA's mission is to provide indispensable leadership that drives marketing communications, media and brand management excellence and champions, promotes and defends industry interests. The ANA is the industry's foremost and recognized source of marketing communications best practices. It also leads industry initiatives, influences industry practices, manages industry affairs, and advances, promotes