

Ad-ID is the registration authority for advertising across all media in the United States.

Only authorized users can create and read Ad-ID codes and associated metadata. To learn more about Ad-ID, visit [www.ad-id.org](http://www.ad-id.org).

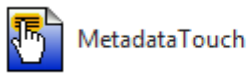
MetadataTouch™ is an application to view and edit metadata for 23 file types (see Step 2 below for file types). MetadataTouch™ is a standalone metadata editor that does not require any other program to be installed in order to view and edit metadata. Metadata templates can also be exported & imported directly from the MetadataTouch™ application.

This document outlines the steps to use the MetadataTouch™ app and the “Export to XMP” feature on the Ad-ID system.

If you do not have MetadataTouch™ installed on your computer, you will need to download. You should be using the most current version of the web browser to ensure it works properly. Please refer to the “Downloading MetadataTouch™” appendix on page 5 of the document.

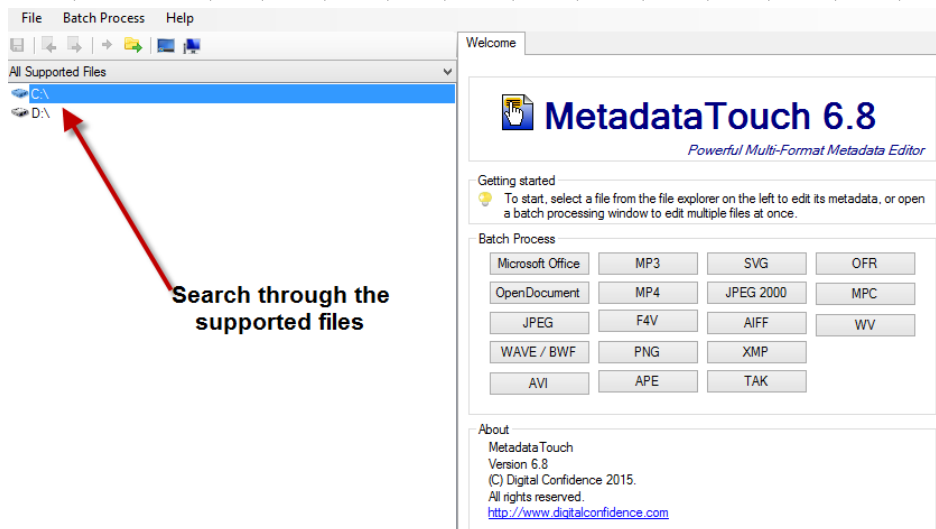
## Step 1 – Open MetadataTouch App

- Open the application.



## Step 2 – Find the File

- Click to find the file for which you want to add Metadata. You can open the following file formats: Microsoft Office® documents (Word, Excel®, and PowerPoint®), OpenOffice™ documents, JPEG, JPEG 2000, AVI, MP3, MP4, F4V, WAV, AIFF, PNG, SVG, APE, MPC, OFR, WV, TAK, and XMP files.



- a. You can also download a [Sample File](#) if needed. For sample file: Click on Download in top right corner.

ADID5439000H.mp4

Click Download 



### Step 3 – Export XMP File from Ad-ID System

- Log in to the Ad-ID System. Click [here](#) to sign in.
- Find the code on the Ad-ID system. Select the code(s) by checking the check box to the left of each code. You are able to select one or multiple codes.

## IAB XMP DEMO

### Ad-ID Codes - Ad-ID Codes recently created in this group (up to 1000).

Active **Suspended**

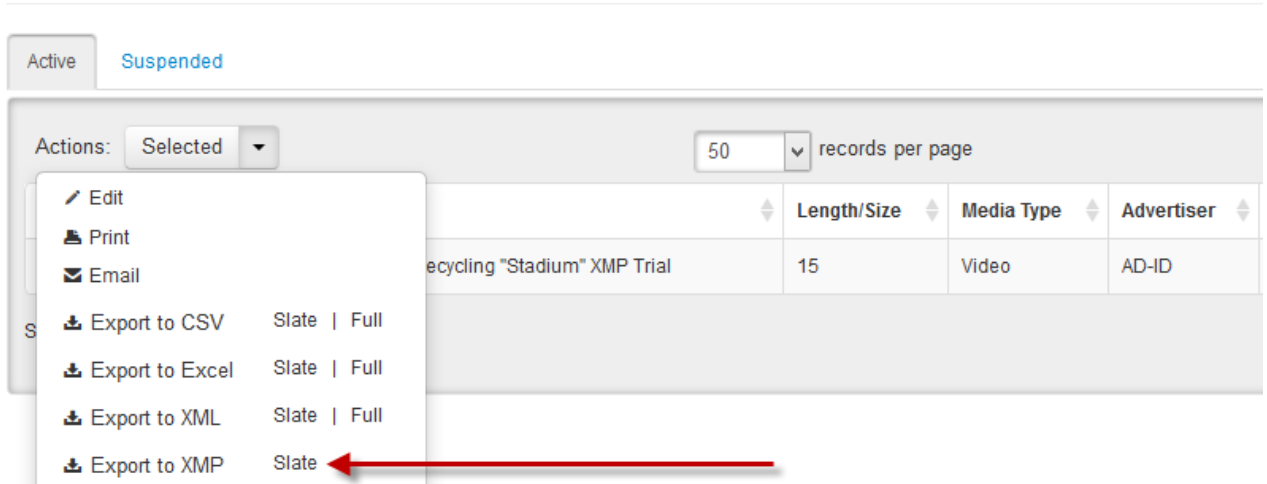
Actions: Selected  records per page

<input type="checkbox"/>	Code	Ad Title	Length/Size	Media Type	Advertiser
<input checked="" type="checkbox"/>	<a href="#">ADID5439000H</a>	Ad Council Recycling "Stadium" XMP Trial	15	Video	AD-ID

Showing 1 to 1 of 1 entries

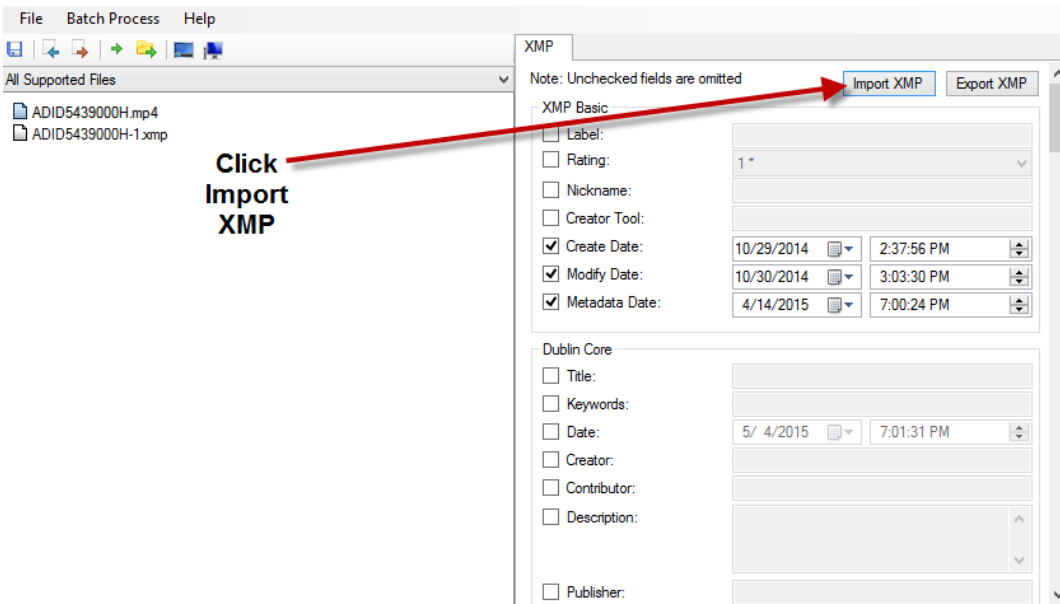
- Click on the “Selected” drop down menu to access the available export options. Choose to “Export to XMP” from the drop down menu. Save the file somewhere on your computer.

**Ad-ID Codes** - Ad-ID Codes recently created in this group (up to 1000).

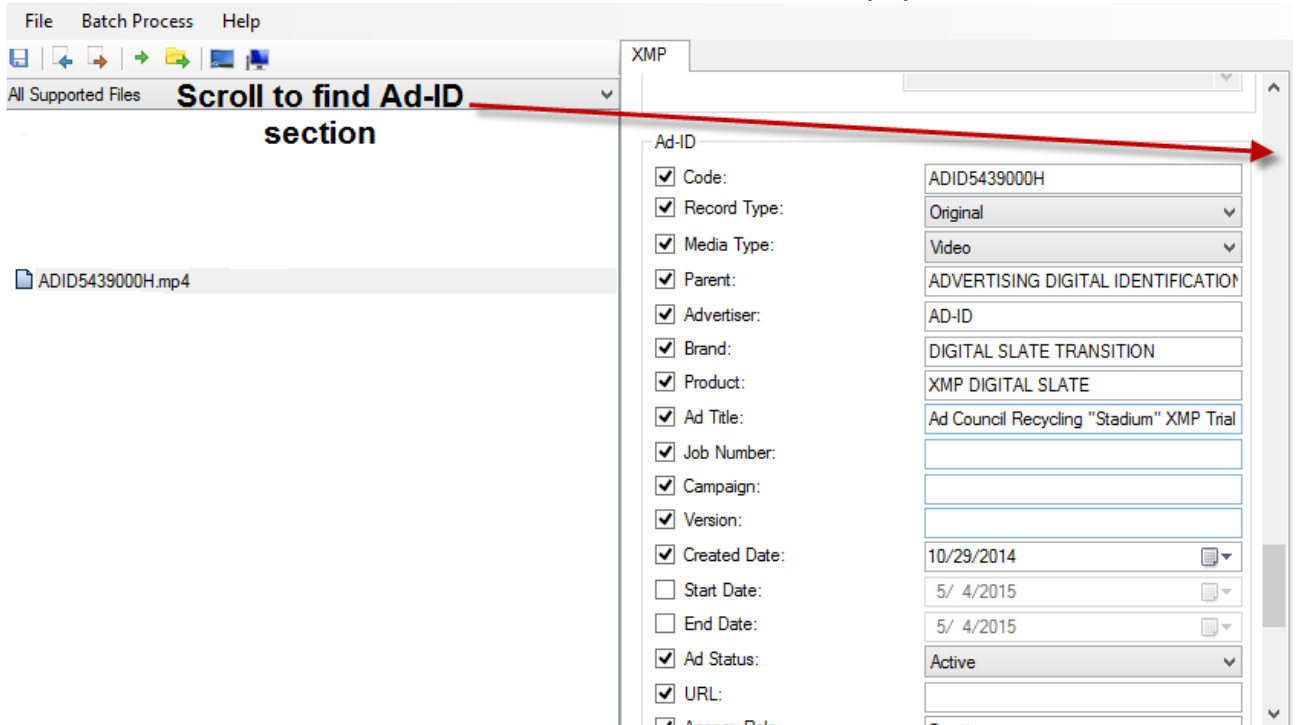


**Step 4 – Import XMP in MetadataTouch™ App**

- Click Import XMP.

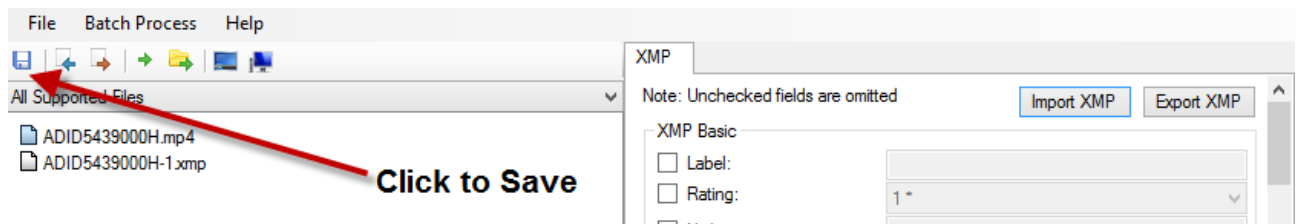


- Scroll down to Ad-ID section and Ad-ID slate information will populate

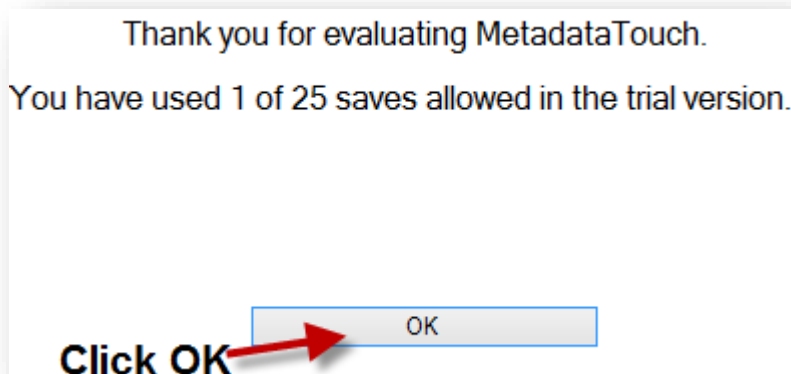


### Step 5 – Save

- Click on save icon.



- A pop up box will appear. Click OK.
  - a. If you downloaded the free 14-day trial version, you will only be able to save 25 files.



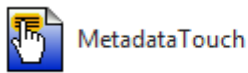
## Appendix: Downloading MetadataTouch™ App

If you do not have the MetadataTouch™ app, you can download a free 14 day trial on the Digital Confidence website.

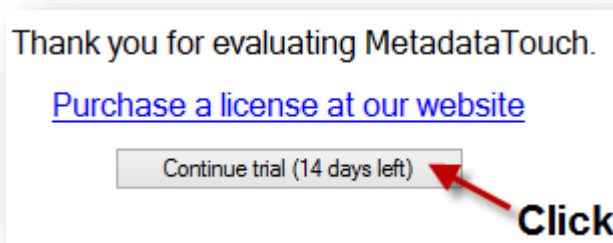
- Go To <http://www.digitalconfidence.com/MetadataTouch.html>
- To download, click on the blue Download button and follow the installation instructions.



- Once the installation is complete, open MetadataTouch™ on your computer.



- A white popup will appear, click on Continue trial button to use the app.



Please visit [www.ad-id.org](http://www.ad-id.org) to access additional help instructions or contact the Ad-ID Customer Relations team, [cs@ad-id.org](mailto:cs@ad-id.org).