SMPTE RECOMMEDED PRACTICE

Advertising Digital Identifier (Ad-ID®) Representations

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Foreword

SMPTE (the Society of Motion Picture and Television Engineers) is an internationally-recognized standards developing organization. Headquartered and incorporated in the United States of America, SMPTE has members in over 80 countries on six continents. SMPTE's Engineering Documents, including Standards, Recommended Practices, and Engineering Guidelines, are prepared by SMPTE's Technology Committees. Participation in these Committees is open to all with a bona fide interest in their work. SMPTE cooperates closely with other standards-developing organizations, including ISO, IEC and ITU.

SMPTE Engineering Documents are drafted in accordance with the rules given in its Standards Operations Manual

SMPTE RP 2092-1 was prepared by Technology Committee 30MR.

Intellectual Property

At the time of publication no notice had been received by SMPTE claiming patent rights essential to the implementation of this Engineering Document. However, attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. SMPTE shall not be held responsible for identifying any or all such patent rights.

Introduction

This section is entirely informative and does not form an integral part of this Engineering Document.

An Advertising Digital Identifier (Ad-ID) is used to identify advertising content across media. It provides unique, managed identifiers for advertising content.

It is desirable to facilitate interchange of Ad-ID Identifiers in MXF and other SMPTE engineering documents by unambiguously specifying their representation.

An Ad-ID consists of an eleven or twelve character string.

This string is divided into three parts:

1. a four-character alphanumeric Company Prefix;
2. a seven-character alphanumeric Unique Code;
3. a one-character Video Format Identifier (see Figures 1-3).

Non alphanumeric ("special") characters and spaces are not valid within the structure of an Ad-ID.

http://www.ad-id.org/how-it-works/ad-id-structure provides additional background information on Ad-ID.

In the figures below, the character string ‘Ad-ID’ has been omitted.

Figure 1 – Sample showing no media identifier, which signifies an Ad-ID for a Standard Definition Commercial

Figure 2 – Sample showing a media identifier of “H”, which signifies an Ad-ID for a High Definition Commercial

Figure 3 – Sample showing a media identifier of “D”, which signifies an Ad-ID for a 3D Commercial

1 Scope

This specification defines specific text and binary representations for the Ad-ID identifier. It also defines dictionary entries, e.g. types and elements, for use in MXF and other KLV-based applications.

2 Conformance Notation

Normative text is text that describes elements of the design that are indispensable or contains the conformance language keywords: "shall", "should", or "may". Informative text is text that is potentially helpful to the user, but not indispensable, and can be removed, changed, or added editorially without affecting interoperability. Informative text does not contain any conformance keywords.

All text in this document is, by default, normative, except: the Introduction, any section explicitly labeled as "Informative" or individual paragraphs that start with "Note:"

The keywords "shall" and "shall not" indicate requirements strictly to be followed in order to conform to the document and from which no deviation is permitted.

The keywords, "should" and "should not" indicate that, among several possibilities, one is recommended as particularly suitable, without mentioning or excluding others; or that a certain course of action is preferred but not necessarily required; or that (in the negative form) a certain possibility or course of action is deprecated but not prohibited.

The keywords "may" and "need not" indicate courses of action permissible within the limits of the document.

The keyword “reserved” indicates a provision that is not defined at this time, shall not be used, and may be defined in the future. The keyword “forbidden” indicates “reserved” and in addition indicates that the provision will never be defined in the future.

A conformant implementation according to this document is one that includes all mandatory provisions ("shall") and, if implemented, all recommended provisions ("should") as described. A conformant implementation need not implement optional provisions ("may") and need not implement them as described.

Unless otherwise specified, the order of precedence of the types of normative information in this document shall be as follows: Normative prose shall be the authoritative definition; Tables shall be next; followed by formal languages; then figures; and then any other language forms.

3 Normative Reference

The following standard contains provisions that, through reference in this text, constitute provisions of this recommended practice. At the time of publication, the edition indicated was valid. All standards are subject to revision, and parties to agreements based on this recommended practice are encouraged to investigate the possibility of applying the most recent edition of the standard indicated below.

Internet Engineering Task Force (IETF) (January 2008). RFC 5234 — Augmented BNF for Syntax Specifications: ABNF

4 Canonical Full Ad-ID Identifier Syntax

A Canonical Full Ad-ID Identifier shall conform to the syntax specified below using ABNF (as specified in IETF RFC 5234):

```
FULL_ADID_IDENTIFIER = FULL_ADID_PREFIX FULL_ADID_CODE {FULL_ADID_SUFFIX}
FULL_ADID_PREFIX  = 4*ALPHANUM
FULL_ADID_CODE = 7*ALPHANUM
FULL_ADID_SUFFIX = "H" / "D"
DIGIT        = %x30-39                                          ; 0-9
ALPHA        = %x41-5A                                          ; A-Z
ALPHANUM     = ALPHA / DIGIT
```

5 Compact Ad-ID Identifier Syntax

A Compact Ad-ID Identifier shall be an integer between 0 and 2^{32} – 1. It is the primary key for the database record which can be used as a compact alias for the Canonical Full Ad-ID Identifier.

Note: This value can be related to a full Ad-ID via a RESTful service call to the Ad-ID registry.

6 Types

6.1 Canonical Full Ad-ID Identifier Type

The Canonical Full Ad-ID Identifier Type registry entry shall be as specified in Table 1.

The value of an instance of the Canonical Full Ad-ID Identifier Type shall be a Canonical Full Ad-ID Identifier as specified in Section 4.

Table 1 – Ad-ID Identifier Type Definition (Full Ad-ID)

Name	Canonical Full Ad-ID Identifier Type
Symbol	CanonicalFullAdIDIdentifierType
Designator	urn:smpte:ul:060E2B34.01040101.01200900.00000000
Definition	Canonical Full Ad-ID Identifier Type
Type Kind	Rename
Type Size	[variable]
Base Type	urn:smpte:ul:060e2b34.01040101.01100200.00000000 [UTF16String]
Type Qualifiers	[n/a]
Facets	[n/a]
Defining Document	SMPTE RP 2092-1
Context	Abstract

6.2 Compact Ad-ID Identifier Type

The Compact Ad-ID Identifier Type registry entry shall be as specified in Table 2.

The value of an instance of the Compact Ad-ID Identifier Type shall be a Compact Ad-ID Identifier as specified in Section 5.

Table 2 – Ad-ID Identifier Type Definition (Compact)

Name	Compact Ad-ID Identifier Type
Symbol	CompactAdIDIdentifierType
Designator	urn:smpte:ul:060E2B34.01040101.01012009.00000000
Definition	Compact Ad-ID Identifier Type
Type Kind	Rename
Type Size	[4 bytes]
Base Type	urn:smpte:ul:060e2b34.01040101.01010300.00000000 [UInt32]
Type Qualifiers	[n/a]
Facets	[n/a]
Defining Document	SMPTE RP 2092-1
Context	Abstract

7 Elements

7.1 Canonical Full Ad-ID Identifier Element

The Canonical Full Ad-ID Identifier element registry entry shall be as specified in Table 3.

Table 3 – Ad-ID Identifier Element Definition (Full Ad-ID)

Name	Canonical Full Ad-ID Identifier
Symbol	CanonicalFullAdIDIdentifier
Designator	urn:smpte:ul:060E2B34.0101010C.0101110B.00000000
Definition	Identifier of type CanonicalFullAdIDIdentifierType
Type	urn:smpte:ul:060E2B34.01040101.01200900.00000000 [CanonicalFullAdIDIdentifierType]
Defining Document	SMPTE RP 2092-1
Context	Abstract

7.2 Compact Ad-ID Identifier Element

The Canonical Ad-ID Identifier element registry entry shall be as specified in Table 4.

Table 4 – Ad-ID Identifier Element Definition (Compact)

Name	Compact Ad-ID Identifier
Symbol	CompactAdIDIdentifier
Designator	urn:smpte:ul:060E2B34.0101010E.0101110E.00000000
Definition	Identifier of type CompactAdIDIdentifierType
Type	urn:smpte:ul:060E2B34.01040101.01012009.00000000 [CompactAdIDIdentifierType]
Defining Document	SMPTE RP 2092-1
Context	Abstract

Annex A Bibliography (Informative)

Ad-ID Structure Details, http://www.ad-id.org/how-it-works/ad-id-structure