
SMPTE REGISTERED DISCLOSURE DOCUMENT

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for Television — Advertising Digital Identification (Ad-ID)



Page 1 of 16 pages

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Errors in this document should be reported to the proponent identified below, with a copy to eng@smpte.org.

All other inquiries in respect of this document, including inquiries as to intellectual property requirements that may be attached to use of the disclosed technology, should be addressed to the proponent identified below.

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Overview

Advertising Digital Identification, Ad-ID, is a Web-based system that generates a unique identifying code for each advertising asset, enabling advertisers, agencies and the media to improve upon current ad-related processes and capitalize on emerging technologies and marketing opportunities.

Developed by the American Association of Advertising Agencies (4As) and the Association of National Advertisers, Inc., (ANA), Ad-ID uses the TV standard, ISCI® commercial coding system as the foundation and replaces all other methods used to identify advertising assets.

Intellectual Property

Potential users of this document are cautioned that one or more entities may hold Intellectual Property essential to the implementation of this document. No assurance has been received by the Society that licenses to that Intellectual Property will be available under reasonable and nondiscriminatory terms and conditions.

The advertising digital identification system, configurations, displays, screens, and all information appearing on or displayed in connection with or contained by Ad-ID on its Website — Ad-ID's domain name, the Ad-ID logo, and the mark and trade name the Advertising Digital Identification, LLC (collectively, "Ad-ID Proprietary Properties") — are covered by various intellectual property right protections, including domestic and international copyright, trademark, and trade secrecy law. Ad-ID reserves all rights with regard to Ad-ID Proprietary Properties.

1 Scope

This Registered Disclosure Document sets forth the specifications for Advertising Digital Identification (Ad-ID), a system for identification of advertising assets, regardless of media type. Developed by the American Association of Advertising Agencies (4As) and the Association of National Advertisers, Inc., (ANA), Ad-ID uses the TV standard, ISCI® commercial coding system as the foundation and replaces all other methods used to identify advertising assets. ISCI was withdrawn in October 2007. This document does not normatively specify the web services provided by the Registration Authority; some information on these is provided in Annexes B and D.

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

ISO 8859-1:1998, Information Technology — 8-Bit Single-Byte Coded Graphic Character Sets — Part 1: Latin Alphabet No. 1, published 4/16/1998.

4 Terms and Definitions

4.1 Advertising Asset

A communication created for the purpose of persuading or convincing a person or organization to purchase or consume a particular product or service, or to influence the target entity's perception or opinion of a person, organization, concept, product or service.

4.2 Regional Agency

An organization authorized by the Registration Authority to issue and administer Ad-IDs in a specified geographic region or regions.

4.3 Registrant

An organization or an individual acting on the organization's behalf that registers an Advertising Asset with the Registration Authority. As part of the registration process, an Ad-ID is issued that is perpetually associated with the Advertising Asset and may be used to identify it.

4.4 Registration Authority

The organization that registers Advertising Assets and issues the Ad-IDs associated with them. The Registration Authority is responsible for maintenance of the Register, the database that associates a particular Advertising Asset with its Ad-ID.

5 Structure of the Ad-ID

An Ad-ID shall consist of a twelve character string. This string shall be divided into three parts, a four-character alphabetic Company Prefix, a seven-character alphanumeric Unique Code and a one-character Media Type Identifier. See Figure 1.

Note: In the figures below, the character string 'Ad-ID' has been omitted and spaces have been inserted for clarity. See Annex C for the proper form for print representation.

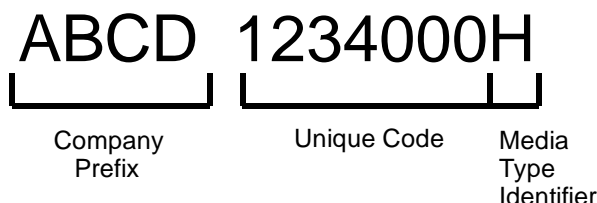


Figure 1 – Structure of an Ad-ID

5.1 Company Prefix

The Company Prefix shall consist of four uppercase letters A-Z from the Latin Alphabet No.1 as specified in ISO 8859-1. All existing ISCI prefixes may be grandfathered into Ad-ID.

5.2 Unique Code

The Unique Code shall consist of seven alphanumeric characters (uppercase and lowercase letters A-Z and Arabic numerals 0-9) from the Latin Alphabet No.1 as specified in ISO 8859-1. These are divided into two sets, the first four characters and the following three, which are designated as overflow characters

Ad-ID offers flexibility in the manner an advertiser may have the first four characters generated. The format for a given Ad-ID shall be established at the time the Prefix is initially registered and shall not be changed after it is set. There are four options, which are described in Sections 5.2.1 through 5.2.4 below. Note that it is not necessarily possible to determine from inspection of the Ad-ID which of the format options was used; consequently it is not possible to determine the year the Ad-ID was registered from such an inspection.

5.2.1 4-Digit Sequence

All 4 characters shall be used to count the number of Ad-IDs registered under this prefix. These shall be assigned automatically when the Ad-ID is registered. Example: ABCD 0001000H, ABCD 0002000H to ABCD 9999000H.

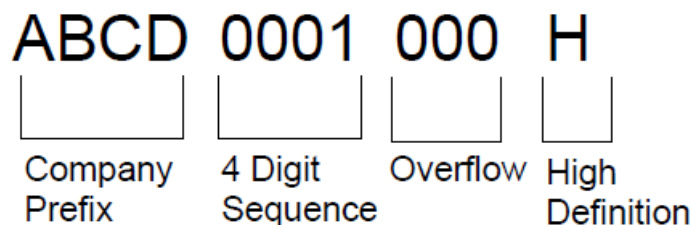


Figure 2 – 4-Digit Sequence

5.2.2 1-Digit Year + 3-Digit Sequence

The first digit shall be the last number in the current year. The last 3 digits shall be used to count the number of Ad-IDs registered under this prefix. These shall be assigned automatically when the Ad-ID is registered. Example (using the year 2008): ABCD 8001000H, ABCD 8002000H to ABCD 8999000H.

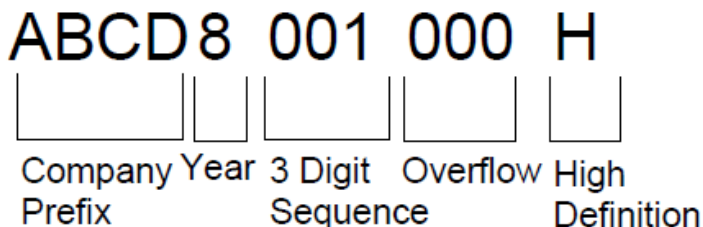


Figure 3 – 1-Digit Year + 3-Digit Sequence

5.2.3 3-Digit Sequence + 1-Digit Year

The first 3 digits are used to count the number of Ad-IDs registered under this prefix. The last digit shall be the last number in the current year. These shall be assigned automatically when the Ad-ID is registered. Example (using the year 2008): ABCD 0018000H, ABCD 0028000H to ABCD 9998000H.

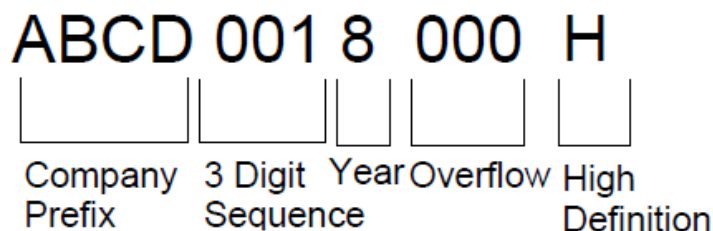


Figure 4 – 3-Digit Sequence + 1-Digit Year

5.2.4 Custom

The sequence of 4 characters may be any combination of uppercase or lowercase letters or numbers and are assigned manually by a user at the time the Ad-ID is created. The sequence shall be case-sensitive. If a user enters a sequence that is a duplicate of another Ad-ID, the system will increment the overflow characters. Example: ABCD 1Y7W000H, ABCD EI30000H, ABCD 238Q000H, etc.

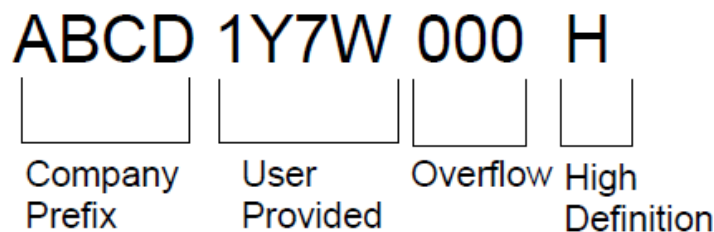


Figure 5 – Custom

5.3 Overflow Characters

The overflow characters shall be assigned by the Registration Authority when it encounters an 8 digit code that is a duplicate of another Ad-ID. The overflow character sequence begins at 100 and shall be incremented by 1 digit. Thus, the overflow characters for the second Ad-ID having the same first 8 digits shall be 200. The Registration Authority shall continue to increment using uppercase alpha characters A-Z before it overflows to 010. In other words, the three overflow characters represent a three-digit, base-36 integer presented least significant digit first. The 36 digits are 0-9 and A-Z, in order of increasing magnitude.

5.4 Media Type Identifier

The Media Type Identifier shall consist of an alphanumeric character, uppercase letter or the space character from the Latin alphabet No. 1 as specified in ISO 8859-1, as follows:

5.4.1 Standard Definition

If the Advertising Asset has moving image essence that is standard definition (480 or 576 line formats or lower), the Media Type Identifier shall be the space character.

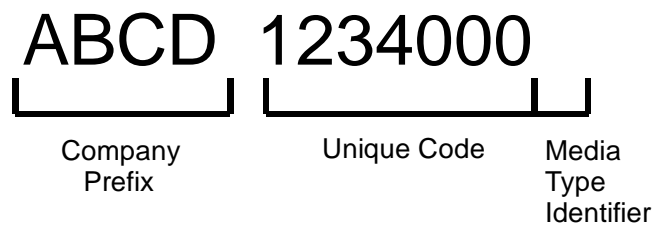


Figure 6 – Standard Definition

5.4.2 High Definition

If the Advertising Asset has moving image essence that is high definition (720 or 1080 line formats or higher), the Media Type Identifier shall be the uppercase letter H.

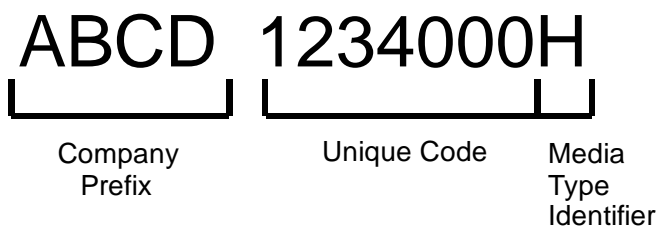


Figure 7 – High Definition

5.4.3 No Motion Image Essence

If the Advertising Asset has no moving image essence (i.e., print or radio), the Media Type Identifier shall be the digit 0.

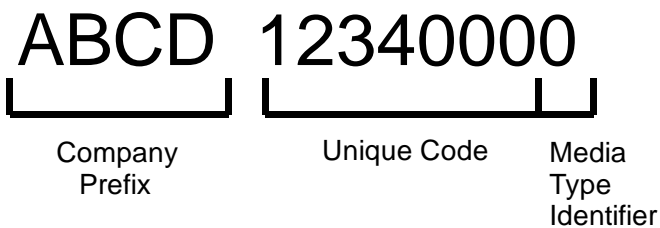


Figure 8 – No Motion Image Essence

Users are advised that other Media Type Identifiers may be defined by the Registration Authority.

6 Mandatory Metadata

The following metadata for the advertising asset shall be provided by the registrant at the time of registration. This and the Optional Metadata (Section 7) comprise the Digital Slate.

6.1 Medium – Television/Radio/Print etc.

The Medium shall be selected from a list of types provided by the Registration Authority, as follows. This list is subject to change based on user feedback and industry needs.

- Television: ALL
- Television: Network
- Television: Network Hispanic
- Television: Spot
- Television: Spot Hispanic
- Television: Syndication
- Television: Billboard
- Television: On Demand
- Cable TV: ALL
- Cable TV: Network
- Cable TV: Spot
- Cable TV: Hispanic
- Internet Video
- In Store Video
- Theaters
- Digital Cinema Trailer
- DVD Trailer
- Internet Video On Demand
- IPTV (Internet Protocol TV)
- Direct Response: Video
- Not For Air: Video
- Test Spot: Video
- Other: Video (Describe in Notes)
- Radio: ALL
- Radio: Network
- Radio: Spot
- Radio: Syndication
- Radio: Billboard
- Radio: Hispanic
- Radio: Announcer Copy
- Print: Magazine
- Print
- Print: Newspaper
- Internet
- Television: Billboard Copy
- Direct Response
- Direct Mail
- OOH
- Collateral
- In Store
- Test Spot

- Not For Air
- On Air Test
- Off Air Test
- Other (Describe in Notes)
- Mobile

If either Other: Video or Other is selected as the Medium, a description shall be provided in the Notes field; see Section 7.9

6.2 Ad Title

The title of the Advertising Asset.

6.3 Brand

The brand being advertised in the Advertising Asset.

6.4 Product

The product being advertised by the Advertising Asset.

6.5 Advertiser

The entity commissioning the Advertising Asset.

6.6 Agency/Office Location

The name of the advertising agency and location of the office of the agency responsible for the Advertising Asset.

6.7 Length/Size – Length for Visual/Audio Size for Print

If the Advertising Asset is a video or audio Medium, the length (running time) of the Advertising Asset. If the Advertising Asset is a static visual image with no accompanying audio such as a print Medium, the size of the image, including dimensional units.

6.8 SD and HD Flags

If the Advertising Asset has moving image essence that is high definition (720 or 1080 line formats or higher), the HD flag shall be set to 1 and the SD Flag shall be set to 0. If the Advertising Asset has moving image essence that is standard definition (480 or 576 line formats or lower), the SD Flag shall be set to 1 and the HD Flag shall be set to 0. If the Advertising Asset has no moving image essence, both flags shall be set to 0.

7 Optional Metadata

The following metadata may be provided by the Registrant:

7.1 Job #

The job number of the Advertising Asset as specified by the Registrant.

7.2 Copyright

A copyright statement as specified by the copyright owner.

7.3 Campaign

The advertising campaign with which the Advertising Asset is associated.

7.4 Start Date

The date on which the Advertising asset may start running, in mm/dd/yyyy format.

7.5 End Date

The date on which the Advertising Asset may stop running, in mm/dd/yyyy format.

7.6 Ad Status

The status of the Advertising Asset, either Active or Inactive.

7.7 URL

The URL of the Advertising Asset, if any.

7.8 ISAN

The ISAN of the Advertising Asset, if any.

7.9 HD Format

If the Advertising Asset is HD, the image format of the Advertising Asset (720P, 1080I, 1080P)

7.10 Notes

Any other relevant information about the Advertising Asset. Some mandatory metadata may be recorded in this field; see Section 6.1.

8 Advanced Metadata

Advanced metadata comprises 11 additional categories of optional metadata, which include a total of 58 additional data fields ranging from contact information to talent, trademark and music rights data. Further information is available from the Registration Authority.

9 Registration Authority

The sole Registration Authority for Ad-ID shall be Advertising Digital Identification, LLC, (Ad-ID, LLC)

Advertising Digital Identification, LLC
405 Lexington Avenue, 18th floor
New York, NY 10174

E-mail: cs@ad-id.org

The Registration Authority shall establish procedures for registration of Advertising Assets and issuing Ad-IDs associated with them. The Registration Authority shall be responsible for maintenance of the Register, which is the Ad-ID database, and shall establish procedures for accessing it.

The Registration Authority may establish Regional Agencies for the purpose of registering Advertising Assets and issuing Ad-IDs. The Registration Authority shall be responsible for coordination of the work of the Regional Agencies to ensure the integrity of the Ad-ID system.

The Registration Authority may charge fees for its services, including but not limited to Advertising Asset registration and access to the Register.

The Registration Authority may require execution of a User Agreement before allowing access to the Register or allowing registration of Advertising Assets.

The Registration Authority provides registration and Register access via Web services. See Annex B.

Annex A Informative Reference

ISO 15706-1:2002 with Amd. 1 (2008), International Standard Audiovisual Number (ISAN)

Annex B Web Services (Informative)

The Registration Authority provides registration and database access via Web services, as follows:

B.1 Writer Web Service

The Writer web service is used to create and update Ad-ID codes. It was designed for use with clients' existing internal systems. This allows for the Ad-ID code to be created directly from the client's system without having to go to the Ad-ID website. The main advantage of this is that clients will not have to "double type" the information in their system then in Ad-ID.

There are seven functions available with this service:

- Create Ad-ID – Creates Ad-ID code(s)
- Update Ad-ID – Change the data for an Ad-ID
- Get Ad-ID Details - Retrieves the data associated with an Ad-ID code
- List Ad-ID Codes – Retrieves a list of codes either for all or an individual prefix in the group
- List Prefixes – Retrieves the list of prefixes activated in the group
- Get Contract Details – Provides a list of active and past contracts
- Add SD/HD Code – Allows the creation of an SD or HD version of an existing Ad-ID code

B.2 Partner (Reader) Web Service

The Partner web service is used by either the client's internal systems or outside vendors to retrieve Ad-ID code data. This service does not create Ad-ID's.

There are three functions available with this service:

- List Prefixes – Retrieves the list of prefixes activated in the group
- List Ad-ID Codes – Retrieves a list of codes either for all or an individual prefix in the group
- Get Ad-ID Details – Retrieves the data associated with an Ad-ID code (depending on access permissions)

Requirements: A "Partner" must be setup by Ad-ID customer service at the request of the specific client. Once permission is obtained, the Partner will be provided with the client's groupkey(s) and details on what data will be available to the Partner. The client can choose to only allow the Partner to gather "Slate" data or selectively allow access to the "Metadata" tabs.

B.3 Ad-ID Partner Opt In

In order to streamline the end to end workflow of Ad creation Ad-ID is working with strategic partners to develop optional functionality and services. While similar to the Partner web service, the Opt In services will be made available to all Ad-ID clients. More information will be forthcoming as these services become available.

Annex C Print Representation (Normative)

When an Ad-ID is printed or otherwise displayed in human-readable form, it shall be preceded by the character string “Ad-ID” and a space. There shall be no spaces or other characters embedded within the 12-character string. Example:

Ad-ID ABCD1234000H

Annex D Development Kits and XML Files (Informative)

In order to facilitate implementing the Web services described in Annex B, the Ad-ID Registration Authority has developed two Development Kits, AABDK_v_2 3 and PABDK_v_1 3, which will be provided on request. These contain the information needed to implement these services on the client side as well as access to tools for testing and validation of implementations.

The Ad-ID Application Programming Interface (API) and XML Schema Definition (XSD) files are available from Ad-ID at www.ad-id.org/rdd17. The files are:

- add_hd_sd_adid.xsd
- adid.xsd
- adid_api.wsdl
- adid_api.xsd
- adid_bk.xsd
- adid_old.xsd
- generate_adids.xsd
- get_adid_details.xsd
- get_adid_details_bk.xsd
- get_contracts.xsd
- list_adid_codes.xsd
- list_prefixes.xsd
- update_adid.xsd