Ad-ID Background

What is Ad-ID?
Ad-ID is the industry standard for identifying advertising assets (broadcast, print, and digital) across all media platforms.

How Does It Work?
The Ad-ID system generates a unique identifying code for individual advertising assets across all media. Ad-ID ensures each asset is uniquely identified, improving the workflow between agency, advertiser, distributor, and medium.

Who Is Using Ad-ID?
More than 3,000 advertisers and nearly 700 agencies are currently using the system. Additionally, more than a dozen major trade organizations representing the broadcast, advertising, and market research industries have endorsed Ad-ID as the universal coding system for advertising assets across all media. Ad-ID is also integrated with a growing list of more than 20 industry vendors.

Ad-ID’s Complete External Access module provides media outlets, online publishers, measurement vendors, and other approved companies with access to all Ad-ID codes and metadata in the Ad-ID system.

Foundation for Digital and Measurement Innovation

How Does Ad-ID Help Drive Digital Innovation?
To leverage digital and scale across all screens, the industry needs greater transparency and standardization. The industry has to be able to efficiently identify, manage, and track creative assets. In today’s landscape, digital video asset data, coding, and distribution are extremely fragmented. The Interactive Advertising Bureau's Digital Video Ad Serving Template (VAST) 4.0 calls for the use of Ad-ID as the creative identifier to be maintained across systems. The adoption of Ad-ID for online video establishes consistent asset identification for ads running across platforms (over the air, online, over-the-top, mobile, place-based).

What Are File-Based Workflows? Why Should I Care?
A file-based workflow is the process of moving digital files through the supply chain by integrating different business systems to automate the process as much as possible. The asset files in this type of workflow contain all the required components: the audio/video content, format (HD, SD, 3D), aspect ratio, closed captions, and other descriptive information such as the ad identifier. As file-based workflows proliferate across the media landscape, they enable a tremendous new level of accuracy, efficiency, and cost savings.

Why Is Ad-ID Important for Audience Measurement?
Unique asset identification improves speed and accuracy of audience measurement. The Coalition for Innovative Media Measurement (CIMM) has called for the adoption and implementation of standardized asset metadata for ads using Ad-ID. This will improve efficiencies in workflows and enable more accurate reporting to enable closer to “real-time” measurement. CIMM and the Society of Motion Picture and Television Engineers are working on an open standard to embed metadata into a watermark, however full implementation of Ad-ID is necessary in order to fully achieve these benefits. All these together lead to more efficient markets and higher overall marketing spend, driving agency, media, and vendor revenue.

The Value of Universal Adoption

- **Asset identification must be universally recognized and used for the industry to see the full benefits.**
- **ISCI No Longer Exists:** ISCI is a non-standard system and requires media, measurement, and other advertising companies to develop costly workaround practices. It is not encouraged by the major networks, any workflow groups, the ANA, or 4A’s. If you are using what you consider “ISCI codes,” you are not working efficiently.
- **Home-Grown IDs Are Bad For the Industry.** These kind of IDs do not account for what happens when the ad leaves the advertiser’s domain. It causes confusion among the rest of the advertising community and leads to wasted time and money. When everyone has their own methods to track, execute, and measure, it takes everyone involved increased time and effort to move things forward.
- **SAG-AFTRA requires that all ads using union talent be coded with Ad-ID.**

Industry Benefits

- **Guarantees Unique Codes:** This foundation is vital for the digital era and needed by the entire advertising ecosystem, including advertisers, agencies, vendors, and media.
- **Improves Reporting Accuracy:** The Ad-ID system allows for enhanced evaluation of advertising assets.
- **Removes Rekeying and Duplication of Efforts:** Without Ad-ID, an asset’s identifying information is rekeyed up to 20 times from when an advertiser gives approval to create an ad to the time the ad is actually published and invoiced. This is currently a huge duplication of effort, resulting in human error and increased costs.
- **Streamlines Workflow via Integration with Vendors:** When advertising systems work together, the whole industry benefits. Ad-ID is integrated with a growing list of industry vendors driving advertising interoperability and simplifying processes throughout the industry.

For more information, contact Harold Geller, Ad-ID’s Chief Growth Officer, at hgeller@ad-id.org, or you can reach Ad-ID’s customer service team at cs@ad-id.org.