



Ad-ID Schema for XMP

Specification document

Revision History

Revision	Date	Author	Remarks
0.9	05/25/2013	Dwight Kelly	First version
1.0	05/31/2013	Dwight Kelly	Fixed required fields
1.0.1	07/15/2013	Dwight Kelly	Incorporated changes from external reviews
1.0.2	08/06/2013	Dwight Kelly	Additional changes to property types
1.0.3	10/02/2013	Dwight Kelly	Changed description for length property
1.0.4	06/26/2014	Dwight Kelly	Added language, changed type of adStatus

1 Introduction

Ad-ID is the industry standard developed by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers (ANA) for identifying advertising assets for across all media platforms including broadcast, print and digital. Ad-ID is a unique identifying code for each advertising asset. Using Ad-ID can greatly improve the exchange the transfer of assets between agency, advertiser, media and their associated vendors.

Ad-ID defines “slate metadata” as consisting of all the mandatory fields and those which are important to interoperability. The XML schema Definition (XSD) of the “slate metadata” is published on the Ad-ID’s web site (<http://www.ad-id.org/schemas/adid/2.0/adid.xsd>).

XMP (eXtensible Metadata Platform) is an XML-based format created by Adobe and modeled after W3C’s RDF (Resource Description Framework). XMP was formalized as an international standard,

ISO 16684-1:2012, in 2012.

Metadata properties are grouped in schemas. Each schema is identified by a unique namespace URI and holds an arbitrary number of properties. URIs are simply unique identifiers for some entity used in XMP.

The XMP specification includes more than a dozen predefined schemas with hundreds of properties for common document and image characteristics. The most widely used predefined XMP schema is called the Dublin Core, or dc. It includes general properties such as Title, Creator, Subject, and Description. Custom schemas can be defined to cover company- or industry-specific metadata requirements. The Dublin Core was standardized as ISO 15836.

XMP can be embedded in many common file formats including PDF, MPEG-3, MPEG-4, PNG, TIFF, and JPEG. It has been implemented in all of the Adobe publishing products and is supported by many independent software vendors.

2 *Specification*

This document specifies an Ad-ID metadata vocabulary expressed as an XMP Schema. This specification is based on ISO 16684-1:2012.

3 *Names and Identifiers*

The XML namespace URI for Ad-ID version 1.0 is:

<http://ns.ad-id.org/adid/1.0/>

The XML namespace-prefix for “Ad ID” related XMP properties is: **adid**

The use of this namespace-prefix is not mandatory but is highly recommended for interoperability.

4 *XMP Schema Properties*

This section contains the formal specification for the XMP Schema for the Ad-ID slate.

Keys to the labels:

Property name	Formal name of the XMP Schema property
Description	Describes the semantics of an XMP Schema property
Notes(s)	Additional information beyond the scope of the descriptions
XMP Value Type	Value type as specified by XMP
XMP path	Formal namespace and name of the XMP property for this Ad-ID property

XMP Schema Properties for Ad-ID, version 1.0

The XMP schema properties are listed in alphabetical order of their names.

Property name: ad_status
Description: Status of ad. Choices are “Active”, “Inactive” and “None”
Note(s): optional
XMP Value Type: closed choice of Text
XMP Path: adid:adStatus

Property name: ad_title
Description: Title of the ad
Note(s): required

XMP Value Type: Text
XMP Path: adid:adTitle

Property name: advertiser
Description: Company or the agency's client for which the advertising asset is for
Note(s): required
XMP Value Type: ProperName
XMP Path: adid:advertiser

Property name: AFD
Description: Active Format Descriptor (AFD) code for a property as defined in SMPTE 2016-1 (2007). Values are 1 to 15.
Note(s): optional
XMP Value Type: Closed choice of Integer
XMP Path: adid:AFD

Property name: agency_name
Description: Name of the agency
Note(s): required
XMP Value Type: ProperName
XMP Path: dc:publisher

Property name: agency_role
Description: Agency role
Note(s): optional
XMP Value Type: Text
XMP Path: adid:agencyRole

Property name: audio
Description: The format in which the audio for the advertising asset was mixed. Choices are "Mono", "Stereo", "5.1 Surround", "LT/RT" and "Other".
Note(s): optional
XMP Value Type: closed choice of Text

XMP Path: adid:audio

Property name: bleed
Description: True for Bleed or False for non-bleed, used for print media types
Note(s): optional
XMP Value Type: Boolean
XMP Path: adid:bleed

Property name: brand
Description: The advertiser brand that is featured in the advertising asset
Note(s): required
XMP Value Type: Text
XMP Path: adid:brand

Property name: campaign
Description: Name of the campaign that the advertising asset is a part of
Note(s): optional
XMP Value Type: Text
XMP Path: adid:campaign

Property name: cid
Description: Internal Ad ID sequence number of the record
Note(s): optional
XMP Value Type: Integer
XMP Path: adid:cid

Property name: closed_captioned
Description: Indicates if the spot is closed captioned
Note(s): optional
XMP Value Type: Boolean
XMP Path: adid:closedCaptioned

Property name: code
Description: Ad-ID code, documented at <http://www.ad-id.org/about>
Note(s): required
XMP Value Type: GUID
XMP Path: adid:code

Property name: color_type
Description: Describes the color of a print ad. Choices are “Black and White”, “Four Color” or “Spot Color”
Note(s): optional
XMP Value Type: closed choice of Text
XMP Path: adid:colorType

Property name: copyright
Description: Copyright information related to or communicated in the advertising asset
Note(s): optional
XMP Value Type: Language Alternative
XMP Path: dc:rights

Property name: created
Description: Ad-ID creation date
Note(s): required
XMP Value Type: Date
XMP Path: adid:created

Property name: creator
Description: Creator for the Ad-ID record
Note(s): optional
XMP Value Type: Text
XMP Path: adid:creator

Property name: derivative_type

Description: Describes the type of derivative Ad
Note(s): optional
XMP Value Type: Text
XMP Path: adid:derivativeType

Property name: end_date
Description: Advertisement end date
Note(s): optional
XMP Value Type: Date
XMP Path: adid:endDate

Property name: expandable
Description: Whether an Internet Display or Mobile Ad is expandable
Note(s): optional
XMP Value Type: Boolean
XMP Path: adid:expandable

Property name: hd_flag
Description: Whether this video is high definition (HD) video
Note(s): optional
XMP Value Type: Boolean
XMP Path: adid:hdFlag

Property name: job_number
Description: Job number
Note(s): optional
XMP Value Type: Text
XMP Path: adid:jobNumber

Property name: language
Description: Defines the spoken or written language used in the ad
Note(s): required

XMP Value Type: Text
XMP Path: adid:language

Property name: length
Description: Defines the duration or size of the advertising asset, which may also include dimensions like columns by lines, or pixels by pixels
Note(s): required
XMP Value Type: Text
XMP Path: adid:length

Property name: media_type
Description: Media type. Choices are “Video”, “Audio”, “Print”, “Internet Display”, “Mobile”, “Out of Home Display”, or “Other”
Note(s): required
XMP Value Type: closed choice of Text
XMP Path: adid:mediaType

Property name: medium
Description: Medium type, eg. media channel that the asset will be distributed on
Note(s): required
XMP Value Type: unordered array of Text
XMP Path: adid:medium

Property name: parent
Description: The parent company of the advertiser. For example, General Motors is the parent company of Chevrolet.
Note(s): required
XMP Value Type: ProperName
XMP Path: adid:parent

Property name: parent_child
Description: A derivative of another Ad ID record
Note(s): optional

XMP Value Type: Text
XMP Path: adid:parentChild

Property name: prefix
Description: A prefix is a 4 character identifier licensed to a company and used at the beginning of each Ad-ID code. See <http://www.ad-id.org/how-it-works/ad-id-structure> for more information
Note(s): required
XMP Value Type: Text
XMP Path: adid:prefix

Property name: pid
Description: Internal Ad ID sequence number of the prefix
Note(s): optional
XMP Value Type: Text
XMP Path: adid:pid

Property name: product
Description: The variant description of the brand
Note(s): required
XMP Value Type: Text
XMP Path: adid:product

Property name: record_type
Description: The type of the Ad ID record. Choices are “Void”, “Original” or “Derivative”
Note(s): required
XMP Value Type: closed choice of Text
XMP Path: adid:recordType

Property name: sd_flag
Description: Whether this video is standard definition (SD) video
Note(s): optional
XMP Value Type: Boolean

XMP Path: adid:sdFlag

Property name: start_date
Description: Advertisement start date
Note(s): optional
XMP Value Type: Date
XMP Path: adid:startDate

Property name: threed_flag
Description: Whether this video is 3D video
Note(s): optional
XMP Value Type: Boolean
XMP Path: adid:threedFlag

Property name: url_link
Description: The address of a web page that is referenced to in the commercial.
Note(s): optional
XMP Value Type: URL
XMP Path: adid:urlLink

Property name: version
Description: Specifies which version of an ad the particular advertising asset is.
Note(s): optional
XMP Value Type: Text
XMP Path: adid:version

5 Appendix

This section shows an example Ad-ID slate and the equivalent XMP.

Ad-ID slate

```
<?xml version="1.0" encoding="UTF-8"?>  
<adids>
```

```

<adid code="ADID0158000" cid="10000672">
  <prefix pid="100000">ADID</prefix>
  <code>0158000</code>
  <slate>
    <media_type>Video</media_type>
    <medium id="1">TV - ALL</medium>
    <hd_flag>0</hd_flag>
    <sd_flag>1</sd_flag>
    <threed_flag>0</threed_flag>
    <record_type id="1">Original</record_type>
    <derivative_type id="0"></derivative_type>
    <parent_child></parent_child>
    <parent id="U10000000">ADVERTISING DIGITAL IDENTIFICATION LLC</parent>
    <advertiser id="C10000001">AD-ID</advertiser>
    <brand id="B10000002">NEW AD-ID SYSTEM</brand>
    <product id="P10000003">PRE LAUNCH DEMO</product>
    <ad_title>Testing my codes</ad_title>
    <job_number id="0" type=""></job_number>
    <created>2012-12-11</created>
    <creator id="3875">info@ad-id.org</creator>
  </slate>
</adid>
</adids>

```

XMP

```

<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#">
  <rdf:Description rdf:about=""
    xmlns:xmp="http://ns.adobe.com/xap/1.0/"
    xmlns:adid="http://ns.ad-id.org/adid/1.0/">
    <xmp:CreateDate>2013-04-26T17:54:30-04:00</xmp:CreateDate>
    <xmp:MetadataDate>2013-04-26T17:54:31-04:00</xmp:MetadataDate>
    <xmp:ModifyDate>2013-04-26T17:54:31-04:00</xmp:ModifyDate>
    <adid:code>ADID0158000</adid:code>
    <adid:cid>10000672</adid:cid>
    <adid:pid>100000</adid:pid>
    <adid:prefix>ADID</adid:prefix>
    <adid:mediaType>Video</adid:mediaType>
    <adid:medium>
      <rdf:Bag>
        <rdf:li>TV - ALL</rdf:li>

```

```
</rdf:Bag>
</adid:medium>
<adid:hdFlag>False</adid:hdFlag>
<adid:sdFlag>True</adid:sdFlag>
<adid:threedFlag>False</adid:threedFlag>
<adid:parent>ADVERTISING DIGITAL IDENTIFICATION LLC</adid:parent>
<adid:advertiser>AD-ID</adid:advertiser>
<adid:brand>NEW AD-ID System</adid:brand>
<adid:product>PRE LAUNCH DEMO</adid:product>
<adid:adTitle>Testing my codes</adid:adTitle>
<adid:created>2013-04-11</adid:created>
<adid:creator>info@ad-id.org</adid:creator>
</rdf:Description>
</rdf:RDF>
```