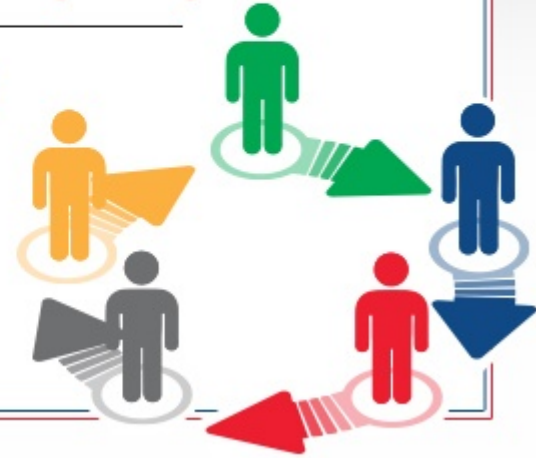


Ad-ID Announces Complete External Access (CEA)

New Functionality Will Eliminate
Rekeying of Data & Improve
Cross-Platform Measurement



Welcome to the Webinar

Harold Geller

Chief Growth Officer



Lindsay Smith

Customer Relations/Operations Manager



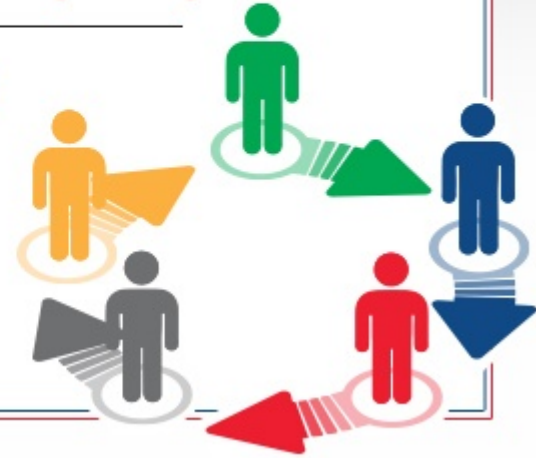
A PDF copy of this presentation is available at
<http://www.ad-id.org/user-support/webinars>



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Vendor Integrations

Commercial Distribution



Systems Vendors



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What is External Access

- * Selective External Access
 - * Users give specific vendors, such as commercial delivery companies, access to individual Ad-ID codes and related metadata.
 - * Launched September 2015
- * Complete External Access
 - * Provides approved companies with access to all Ad-ID codes and metadata in the Ad-ID system.
 - * Announced November 2015, launches January 2016



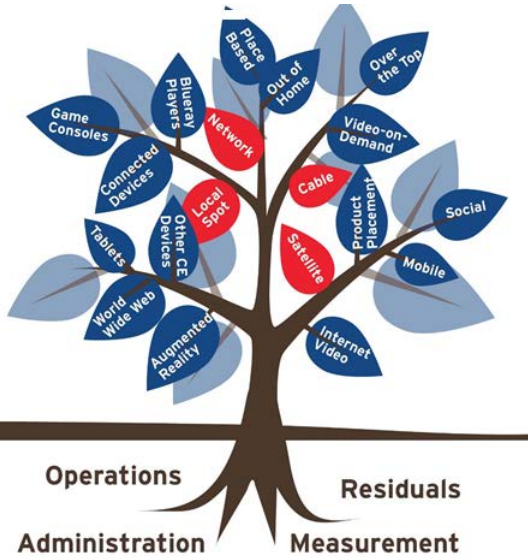
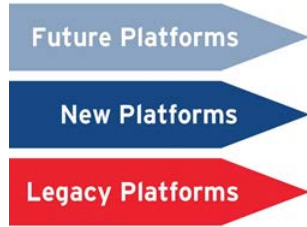
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Metadata Exchange

- * The media and entertainment industry have always exchanged metadata about ads
 - * Tape Cases
 - * Commercial Slates
 - * Email
 - * Faxes
- * External Access automates the exchange



Media Complexity



LINEAR & ON DEMAND
Tens of Thousands of Channels



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What is Advertising Metadata?



- **Marketer related**
 - Parent Company
 - Advertiser
 - Brand
 - Product
 - Product Categories
 - Agency Name
- **Commercial related**
 - Media Type
 - Medium
 - Commercial Title
 - Definition (HD, SD, 3D)
 - Length
 - Language

Complete list of CEA Fields is available at: <http://bit.ly/Ad-IDCEAFields>

Who Supports CEA

Networks

- * ABC
- * CBS & CBS Interactive
- * Fox Networks Group
 - * Includes 10 Cable networks
- * The NBC Universal Networks
 - * Includes over 20 Cable networks

Cable

- * A+E Networks
 - * A&E, FYI, HISTORY, H2, Lifetime, LMN
- * Viacom
 - * Includes over 16 Cable Networks



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