

Ad-ID's Complete External Access (CEA)



Complete External Access (CEA), a new function of the Ad-ID system, supports Ad-ID's mission to help streamline and improve advertising workflow throughout the industry

What is Ad-ID? How does it work?

Ad-ID is the industry standard for identifying advertising assets across all media platforms (broadcast, online, mobile, over-the-top, print and audio). The Ad-ID system generates a unique identifying code for individual advertising assets; this ensures each asset can be identified, improving the workflow between agency, advertiser, distributor and media. By improving transparency and standardization within the advertising industry, Ad-ID makes it easier for content publishers and advertisers to measure performance, especially cross-platform performance.

What is Complete External Access (CEA)?

CEA is a new function of the Ad-ID system that provides approved companies, such as broadcasters and media vendors, with access to metadata registered with Ad-ID. This access will allow companies to improve their verification abilities, reducing the risk of errors and eliminating confusion related to the identity of advertising assets. These enhancements will also enable more accurate and efficient cross-platform measurement.

How does Complete External Access benefit media outlets and other vendors?

CEA allows companies to verify a code is a valid, unique Ad-ID code. By accessing the related metadata, companies can reduce the risk of errors and streamline their workflow process related to airing and billing.

Many media outlets use, or are planning to use, centralized digital asset management systems to serve ads to broadcast, online, mobile and other platforms. Giving them access to the Ad-ID metadata will eliminate confusion related to the identity of ads.

Industry vendors (e.g. measurement companies) currently employ manual, time consuming and sometimes inaccurate methods to identify ads. Through Complete External Access, these companies can be more responsive to advertiser needs and provide more granular reports in a timely and consistent manner.

How does Complete External Access benefit advertisers and agencies?

CEA enables more consistent and timely cross-platform measurement of advertising assets. It also streamlines the workflow process related to airing and billing, which will help agencies and their clients receive proof of performance, audience measurement and other data in a more consistent manner.

Companies that utilize CEA (e.g., broadcasters and measurement companies) can reduce the risk of errors by verifying a code (and associated metadata) is valid. This verification has many benefits, including having fewer make goods (because the incorrect spot aired) and enabling cross-platform measurement.

Who is approved for Complete External Access?

CEA will be available to media outlets, including online publishers. Other companies (e.g., measurement companies) must register and be approved for access. Companies that do not qualify for CEA will need to use Ad-ID's Selective External Access (SEA), which provides users with the ability to give specific vendors (e.g., broadcast commercial delivery companies) access to individual Ad-ID codes and related metadata.

What information is being shared?

Companies participating in CEA will be given access to all codes created on Ad-ID, but not all of the data related to the codes. The company must know the Ad-ID code they are looking for in order to read the associated metadata. The identification data that is currently shared with media networks through manual processes is the same data that will be shared with these companies automatically through CEA. Establishing a standard format for sharing information will improve the efficiency and accuracy of measurement in the industry.

For more information about Complete External Access, contact Harold Geller, Ad-ID's Executive Director at Hgeller@ad-id.org or Ad-ID's customer support team at cs@ad-id.org.