Increased fragmentation of TV and video viewing has resulted in an urgent need for universal creative standards.

By implementing Universal AD ID standards globally, the industry can overcome the challenges of managing multiple versions of creatives for an individual campaign. In the US, Ad-ID® (jointly owned by the ANA and the 4As) is the industry standard for identifying advertising assets across all media platforms.

Widespread industry adoption of Ad-ID® has multiple benefits for the whole ecosystem.

The Benefits of Universal AD ID
Cross-Platform Media Management Demands Unique Identification

- **OVERALL WORKFLOW EFFICIENCIES**
  Unique code generation enables a persistent id across fragmented channels and supporting vendors, reducing the need to re-identify the asset or increasing the chance of human error.

- **DEDUPLICATED STORAGE OF ADS**
  Demand and supply side vendors hosting and storing creatives can avoid unnecessary storage of duplicate source media files.

- **ADDRESSES AD QUALITY & COLLISION**
  Use of mezzanine and ready-to-serve files ensures quality rendering and a common identifier enables multiple systems to prevent the same ad or advertiser from running back to back.

- **IMPROVED CAMPAIGN DELIVERY**
  Using a common identifier allows for the efficient use of advertising inventory, ensuring all restrictions are observed and the right message gets delivered to the right consumer at the right frequency.

- **ENHANCED POST-DELIVERY REPORTING**
  Knowing exactly where an ad ran and when is key to post-campaign reporting. More detailed information on the performance of creative assets brings improved analysis and planning for subsequent campaigns.

A Call to Action
Actions to take today to create efficiencies in creative management:

- **ADOPT & ADVOCATE FOR VAST 4.X**
  https://iabtechlab.com/standards/vast/

- **USE MEZZANINE & READY-TO-SERVE FILES (VS LOW QUALITY FILES)**
  Essential for long-form TV experiences, high quality files also remove workflow friction

- **ADOPT & RECOMMEND THAT YOUR PARTNERS ADOPT AD-ID®**
  Use this simple mechanism to manage creatives across the entire value chain

* Solutions are being developed for earlier versions of VAST to accommodate Ad-ID®