



## Metadata Madness - Ad-ID Update

**Harold S Geller – Executive Director**



### Ad-ID Stats as of February 1, 2018

Number of Ad-ID codes served: **2,725,146**

Number of Advertisers that have used Ad-ID: **3,860**

Number of Agencies using Ad-ID: **778**

# Everything is Digital

Over the Air



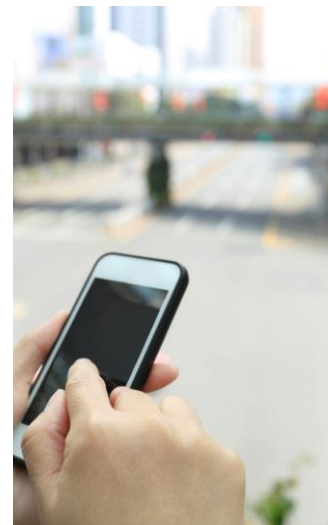
Online



Over the Top



Mobile



Place Based



Ad-ID Prefixes are Now

**FREE**

~~\$1,500~~

~~\$500~~

~~\$400~~

Annual Account Spend	Internet Display Price Per Code <sup>2</sup>	All Other Media Types Price Per Code
\$0-\$18,000	\$5	\$30
\$18,001-\$25,000	\$5	\$5
\$25,000+	\$0	\$0*

\*(annual maximum of \$25,000)



## Clean Up the Online Video Supply Chain

**Five Use Cases for Video Ad Serving  
from Ad-ID and the IAB Tech Lab**



## Ad-ID Announces Complete External Access (CEA)

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



**Announced in 2016**  
**Now used by 13 companies**

**Nearly 800,000 API calls since 2016**



## New File Delivery Specs for Ad Content Set by TV Convergence Working Group

By [Bryant Frazer](#) / February 21, 2018



Toolbox

**TV Convergence Working Group approves file delivery specs for digital video**



bit/48kHz encoding. The specs also cover stereo and surround (5.1) channel assignment and file-naming conventions based on Ad-ID numbers, as well as a way to embed Ad-ID identifiers in master files.



**Business**

By [Jeff Hyatt](#) **Business** February 21, 2018

**TV Convergence Working Group Approves File Delivery Specs for Digital Video (MESA)**



AMD MOV MetaEdit

File Help

**Universal Ad ID editor**

File Name	Registry	Value
C:/Users/Owner/OneDrive - Ad-ID/Ad Id/Sample Files/MedialInfo/PRORE...	ad-id.org	CNFI0303000H
C:/Users/Owner/OneDrive - Ad-ID/Ad Id/Sample Files/MedialInfo/PRORE...	ad-id.org	CNMW003400H
C:/Users/Owner/OneDrive - Ad-ID/Ad Id/Sample Files/MedialInfo/PRORE...	ad-id.org	CNMW003401H

3 editable files found, double-cl

MediaArea.net/MedialInfo - C:\Users\Owner\OneDrive - Ad-ID\Ad Id\Sample Files\MedialInfo\PRORES\CNFI0303000H...

File View Options Debug Help Language

C:\Users\Owner\OneDrive - Ad-ID\Ad Id\Sample Files\MedialInfo\PRORES\CNFI0303000H.mov

Container and general information

MPEG-4 (QuickTime): 332 MiB, 26 s 26 ms	Universal Ad ID: CNFI0303000H (ad-id.org)
1 video stream: ProRes	Encoded date: UTC 2016-06-15 18:41:51
1 audio stream: PCM	Tagged date: UTC 2016-06-15 19:21:58
2 text streams: EIA-608 / EIA-708	Writing library: Apple QuickTime
1: QuickTime TC	Media/UUID: F7296A3D-6A90-4E3E-92E8-76967B8D21A3

First video stream

English, 105 Mb/s, 1920\*1080 (16:9), at 29.970 (29970/1000) FPS, ProRes (Version 0) (422)

First audio stream

English, 2 304 kb/s, 48.0 kHz, 24 bits, 2 channels, PCM (Little / Signed)

First text stream	Second text stream
English, EIA-608 (Final Cut / CDP)	English, EIA-708 (Final Cut / CDP)

Note : for more information about this file, you must select a different view (Sheet, Tree...)



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