Announcing a New Standard in Trackable Asset Cross-Platform Identification

TAXI COMPLETE

KANTAR MEDIA

EIDR

Ad-iD

cimm
coalition for innovative media measurement

SMPTE

What is TAXI Complete?

- TAXI – Trackable Asset Cross-Platform Identification

- Standardized identification of video assets:
  - Ad-ID for ads
  - EIDR for content (Entertainment ID Registry)

- Pair of open standard audio watermarks (SMPTE & Kantar Media):
  - IDs bound to assets to persist throughout entire distribution eco-system
  - Distributor ID and Time Stamp embedded to allocate viewing credit

Participating Organizations

CIMM Members
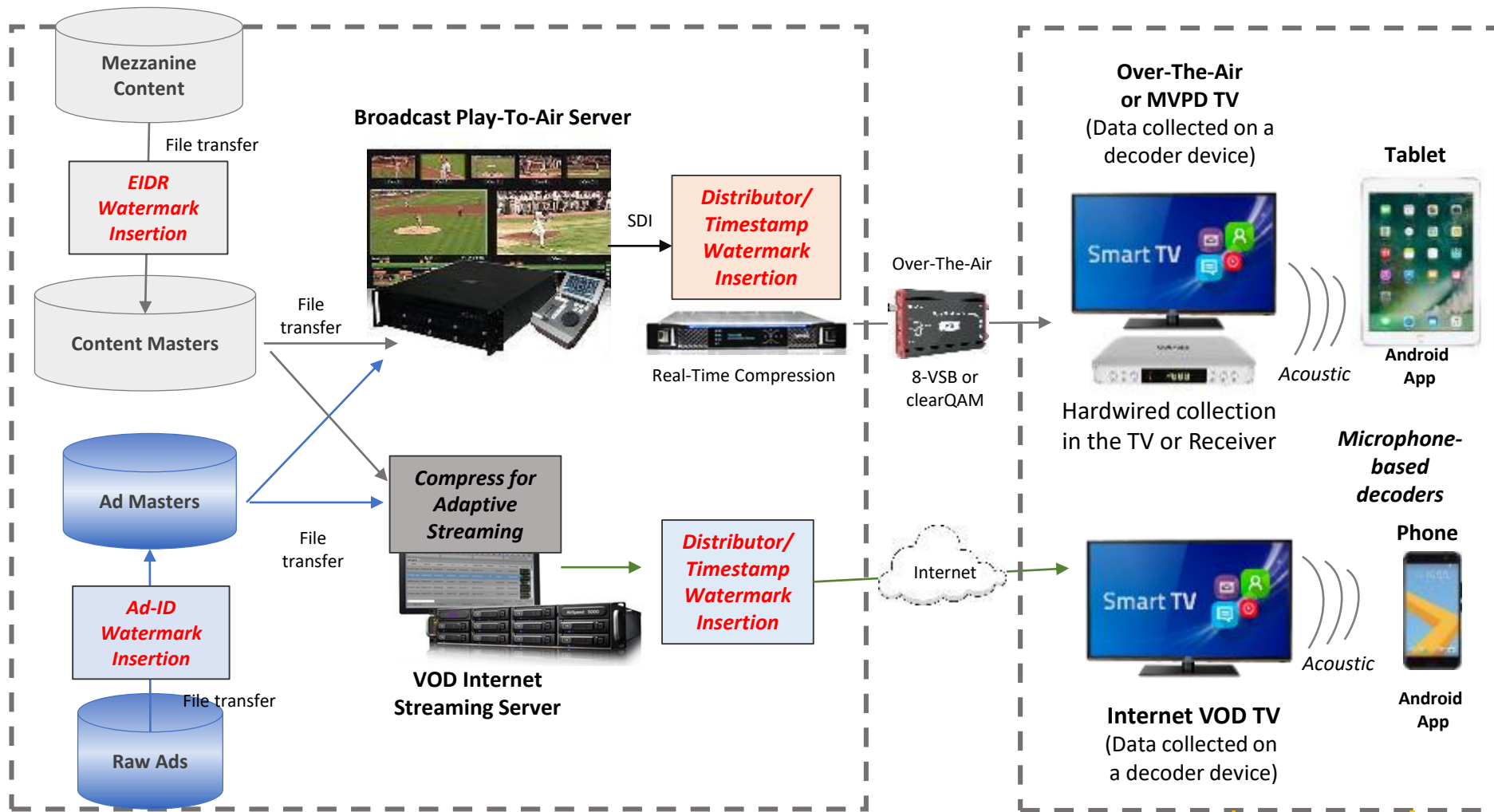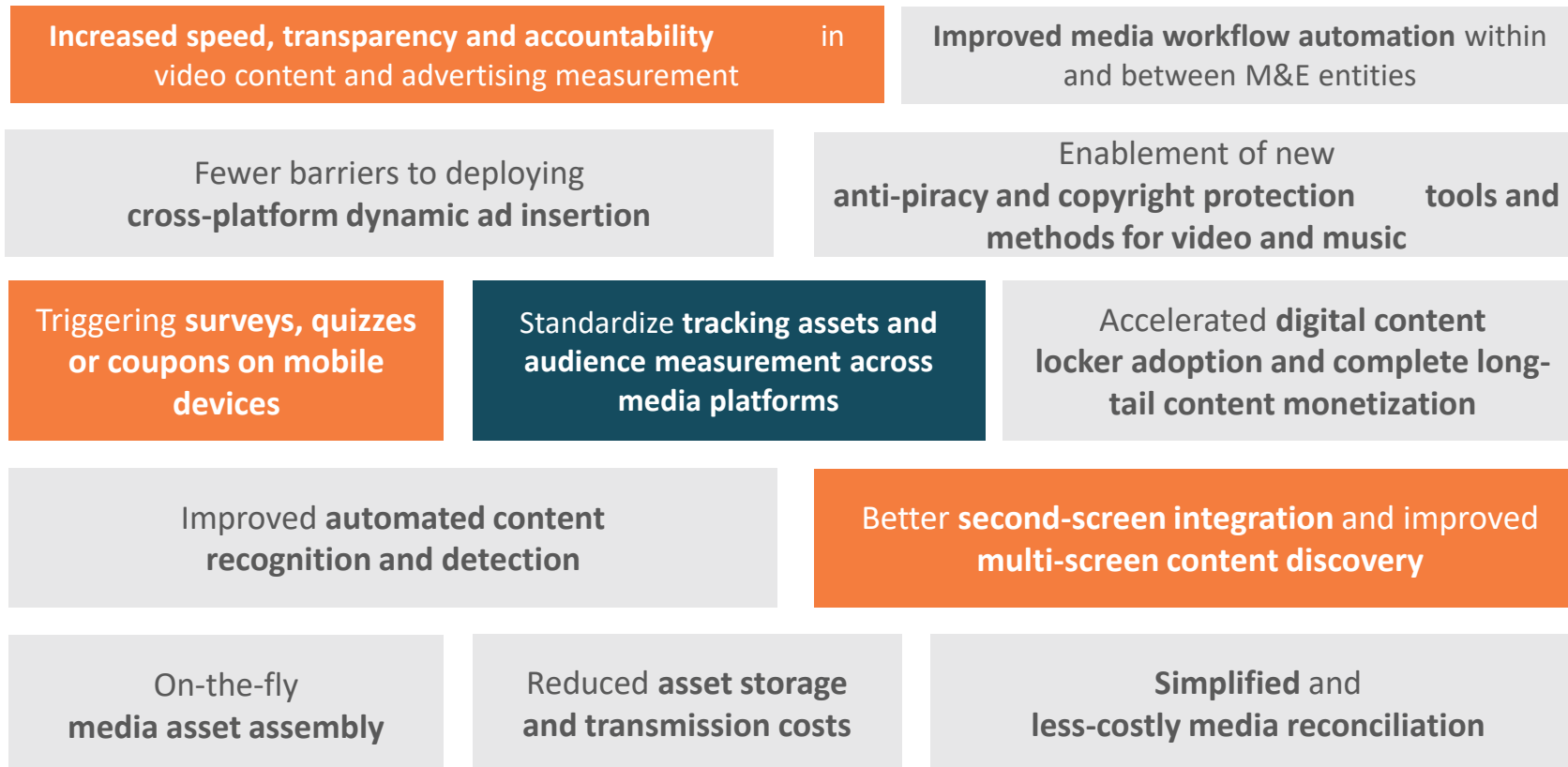
What is Possible with TAXI Complete?

An open standard for ID-to-asset binding can enable a wide array of capabilities:

Increased speed, transparency and accountability in video content and advertising measurement

Improved media workflow automation within and between M&E entities

Fewer barriers to deploying **cross-platform dynamic ad insertion**

Enablement of new **anti-piracy and copyright protection** tools and methods for video and music

Triggering **surveys, quizzes or coupons on mobile devices**

Standardize **tracking assets and audience measurement across media platforms**

Accelerated **digital content locker adoption and complete long-tail content monetization**

Improved **automated content recognition and detection**

Better **second-screen integration** and improved **multi-screen content discovery**

On-the-fly **media asset assembly**

Reduced **asset storage and transmission costs**

Simplified and **less-costly media reconciliation**

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Use Case: Enhanced Content

ADVERTISER: Durex

What: Havas campaign for Durex

What: Viewers see **another side of the story** if they use the mobile app when the ad is airing on TV or on YouTube.

- 2nd-screen app reveals synchronous behind-closed-doors video – enabling viewing of mature content not permitted on broadcast TV

Why: Drive consumer engagement for an intimate product and promote the brand's first dedicated **e-commerce site**

Make it better with TAXI Complete: Make second-screen activation easier and more efficient, and enable consumers to view a rich array of content through a single app

Getting Started with TAXI Complete

1.

Register content with EIDR

Require ads include Ad-ID

2.

Embed Once: Enable Multiple Applications

3.

Contact Kantar Media
- Workshops & Pilot Tests
- ATSC 3.0 Trial

Learn More!

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