

SMPTE RECOMMENDED PRACTICE

Advertising Digital Identifier
(Ad-ID[®]) Representations



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Foreword

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SMPTE Engineering Documents are drafted in accordance with the rules given in its Standards Operations Manual

SMPTE RP 2092-1 was prepared by Technology Committee 30MR.

Intellectual Property

At the time of publication no notice had been received by SMPTE claiming patent rights essential to the implementation of this Engineering Document. However, attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. SMPTE shall not be held responsible for identifying any or all such patent rights.

Introduction

This section is entirely informative and does not form an integral part of this Engineering Document.

An Advertising Digital Identifier (Ad-ID) is used to identify advertising content across media. It provides unique, managed identifiers for advertising content.

It is desirable to facilitate interchange of Ad-ID Identifiers in MXF and other SMPTE engineering documents by unambiguously specifying their representation.

An Ad-ID consists of an eleven or twelve character string.

This string is divided into three parts:

1. a four-character alphanumeric Company Prefix;
2. a seven-character alphanumeric Unique Code;
3. a one-character Video Format Identifier (see Figures 1-3).

Non alphanumeric ("special") characters and spaces are not valid within the structure of an Ad-ID.

<http://www.ad-id.org/how-it-works/ad-id-structure> provides additional background information on Ad-ID.

In the figures below, the character string 'Ad-ID' has been omitted.



Figure 1 – Sample showing no media identifier, which signifies an Ad-ID for a Standard Definition Commercial



Figure 2 – Sample showing a media identifier of “H”, which signifies an Ad-ID for a High Definition Commercial



Figure 3 – Sample showing a media identifier of “D”, which signifies an Ad-ID for a 3D Commercial