

Advertising Industry

Metadata Systems

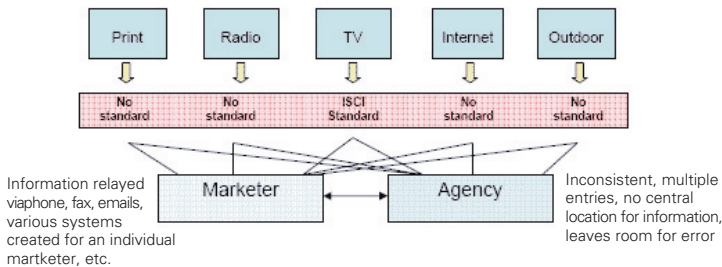
ISAN and Advertising Digital Identification (Ad-ID), are metadata systems that help the audiovisual/video industries create an identifier for any given piece of content, similar to the ISBN standard for book publishing.

ISAN relates to works with moving pictures, or components of moving pictures, such as a full audio track of a feature film.

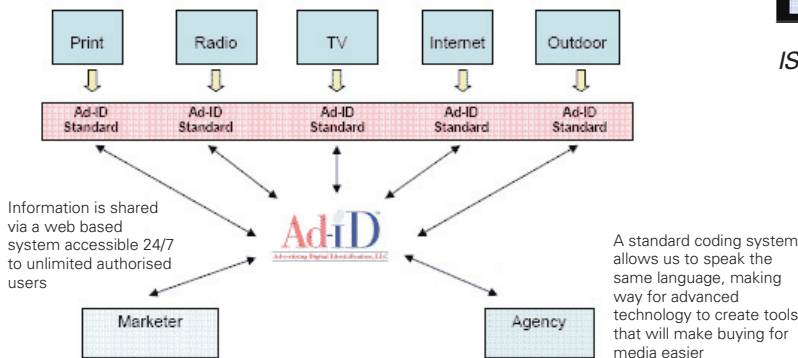
Ad-ID, is a Web-based system that generates a unique identifying code for each advertising asset, enabling advertisers, agencies and the media to improve upon current ad-related processes and capitalise on emerging technologies and marketing opportunities.

Ad-ID relates to all forms of advertising regardless of medium, and is an extension of the ISCI system. Ad-ID provides the foundation for advertising digital trafficking and tracking, as well as digital connectivity. It is the equivalent of the retail community's "UPC code."

The need for an Industry Standard Media Coding System



Universal Standard Coding Systems: Ad-ID



Using ISAN and Ad-ID with Windows Media

In 2006, Microsoft released a Beta version of a new tool called Windows Media Encoder Studio Edition. It is a powerful tool for video professionals, optimised for the creation of high quality offline encoding using Microsoft's implementation of the VC-1 video standard (WMV9). It will natively support the inclusion of ISAN and Ad-ID metadata as a standard attribute. This metadata can then be exposed throughout the value chain, from encoding, to content management, delivery, and playback. ISAN metadata can also be inserted manually using older Windows Media components.

By supporting ISAN and Ad-ID natively in new Windows Media tools, and providing documentation to integrate support into legacy components, Microsoft ensures that content professionals and developers can use ISAN and Ad-ID's services in applications and services. The Windows Media file format will reliably carry these metadata tags through to the consumers.

By supporting these standards, Microsoft is able to improve current workflow scenarios to make it easier for users to find and learn more about any given piece of audiovisual content.

Media Support	Association Support	Compliant Systems
<ul style="list-style-type: none"> ▶ ABC ▶ CBS ▶ FOX ▶ NBC ▶ Other national and local media companies 	<ul style="list-style-type: none"> ▶ TDGA ▶ TVB ▶ CAB ▶ OAAA ▶ IAB ▶ TAB ▶ RAB ▶ Other associations 	<ul style="list-style-type: none"> ▶ Donovan ▶ Datatech ▶ Mediaplex ▶ Talent Partners ▶ Vyvx ▶ Verance ▶ DG Systems ▶ Fastchannel ▶ Teletrax ▶ WideOrbit ▶ Other compliant systems

ISAN Integration for Advertising Industry