CIMM TAXI

An M&E industry initiative to accelerate Trackable Asset Cross-Platform Identification

Asset identification and tracking have not kept pace with the dramatic increase in content volume and viewing platforms.

► **Lack of metric comparability** across channels and platforms.

► **Significant waste** in advertising spend.

► Content owners **monetize a only small portion** of their overall libraries.

► The economic benefits of **media workflow automation** cannot be realized.

Media and entertainment companies want a simple, low-cost method for keeping track of content, but the industry has yet to coalesce around a common methodology.

*" TAXI is like a UPC for cross-platform video programming and advertising assets. Its **a foundation layer** for a ton of critical content and advertising needs we have in our industry... and **will spark huge economic benefits for us all**."*

-- Media network executive

► **TAXI is an M&E sector-wide initiative to accelerate the industry's adoption of video asset registration and identification standards** (EIDR and Ad-ID) for professional video content and advertising.

► The initiative, sponsored by the Coalition for Innovative Media Measurement, and managed with the assistance of Ernst & Young, is about **collaborating across M&E industry sub-sectors for the mutual benefit of the entire content and advertising ecosystem**.

According to 28 companies that participated in a 2½ year feasibility study and proof-of-concept,

TAXI enables $2.5 billion in year-over-year benefits

across the M&E supply-chain… a clear economic case for adoption relative to less than $500 million in one-time investments among the same companies.

Become "TAXI Compliant" to get these benefits

2013

1 — Register all new video assets

► **Begin registering all new content and advertising assets.** EIDR and Ad-ID have made registration simple and cost-efficient.

► **Coordinate with vendors** to embed registry communications within asset transcoding, management and storage systems.

2014

2 — Operationalize asset and ID flow-through

► Support your organization in **driving ratification of ID-to-asset binding technology standards** through organizations such as SMPTE, ATSC, SCTE and the CEA.

► **Operationalize ID flow-through.** Start with file-based workflows (e.g., digital and mobile), which will be easier to adapt. Tackle stream-based workflows (e.g., broadcast) as binding standards are developed.

3 — Embed TAXI in all media measurement and reporting

► **Make it a requirement** that all internal and third-party measurement use TAXI as a primary key.

► **Drive ad delivery and content monetization business model transformation** in ways not previously enabled before TAXI.

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