**Getting Started with TAXI Complete**

The TAXI (Trackable Asset Cross-Platform Identification) Complete initiative refers to the creation of two audio watermarks for identifying persistent entertainment and advertising assets throughout the cross-platform media distribution ecosystem. Both have been standardized by the Society of Motion Picture & Television Engineers (SMPTE):

1. The Asset ID watermark embeds standardized and registered video asset identifiers: Ad-ID® for ads and EIDR (Entertainment Identifier Registry Association) for content.
2. The Distributor watermark embeds distributor IDs for crediting the viewing of the asset.

Aside from more accurate tracking and audience measurement of content and ads across platforms, the

benefits of an open standard range from efficiencies and cost savings throughout the cross

media ecosystem to improved workflows, to a foundation for the future of advanced advertising.

Join CIMM, Ad-ID®, EIDR, Kantar and SMPTE in putting this new standard into practice. Below are the details for beginning the process at your organization.

***Download Our Whitepaper:*** [www.taxicomplete.com](http://www.taxicomplete.com)

***Media Companies***

Contact EIDR (Entertainment Identifier Registry Association) to register your video entertainment content and learn more about utilizing watermarking to embed your EIDR ID. Talk to your technical or broadcast operations specialist about encoding EIDR into video content.

Contact EIDR: info@eidr.org

***Advertisers and Agencies***

Contact Ad-ID® to register your advertising content with persistent identifiers for cross-platform tracking. Talk to your production and media teams to make sure they know the Ad-ID® code(s) for your advertising content, and that it is embedded via the watermarks.

Contact Ad-ID®: cs@ad-id.org

***Distribution Partners***

Contact Kantar Media to learn about licensing the watermarking technology and implementing both identifiers for entertainment, advertising and distribution. Get started with embedding and detecting IDs for your implementation, including second screen syncing, dynamic ad insertion, workflow improvements, measurement or even e-shopping. Embed once, and the applications are limitless!

Contact Kantar Media: stephen.davis@kantarmedia.com

***Additional Information***

For background on the TAXI Complete initiative, as well as a demo video and additional resources, please visit <http://cimm-us.org/initiatives-2/taxi/>

Contact CIMM: jane.clarke@cimm-us.org