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)

- Open standard audio watermark to bind identifiers to remain embedded throughout entire media distribution eco-system

TAXI COMPLETE   KANTAR MEDIA   EIDR   Ad-ID   cimm   SMPTE

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**
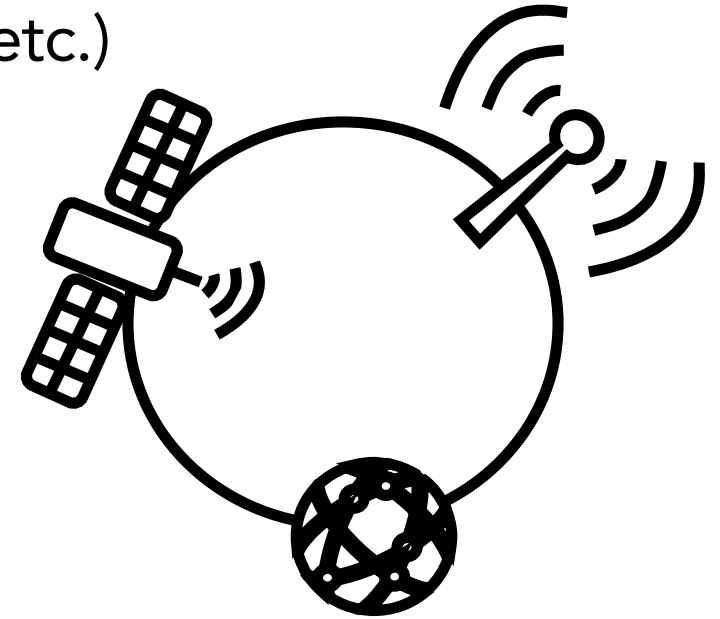
Participating Organizations

CIMM Members

# SMPTE Standard is Complete

- RFP for Open Standard Audio Watermark
    - Electronic Detection (STB, Smart TV, hardwired meter, etc.)
    - Acoustic Detection (software on device)

- Kantar Media technology selected

- No interference with:
    - Nielsen
    - Anti-piracy watermarks
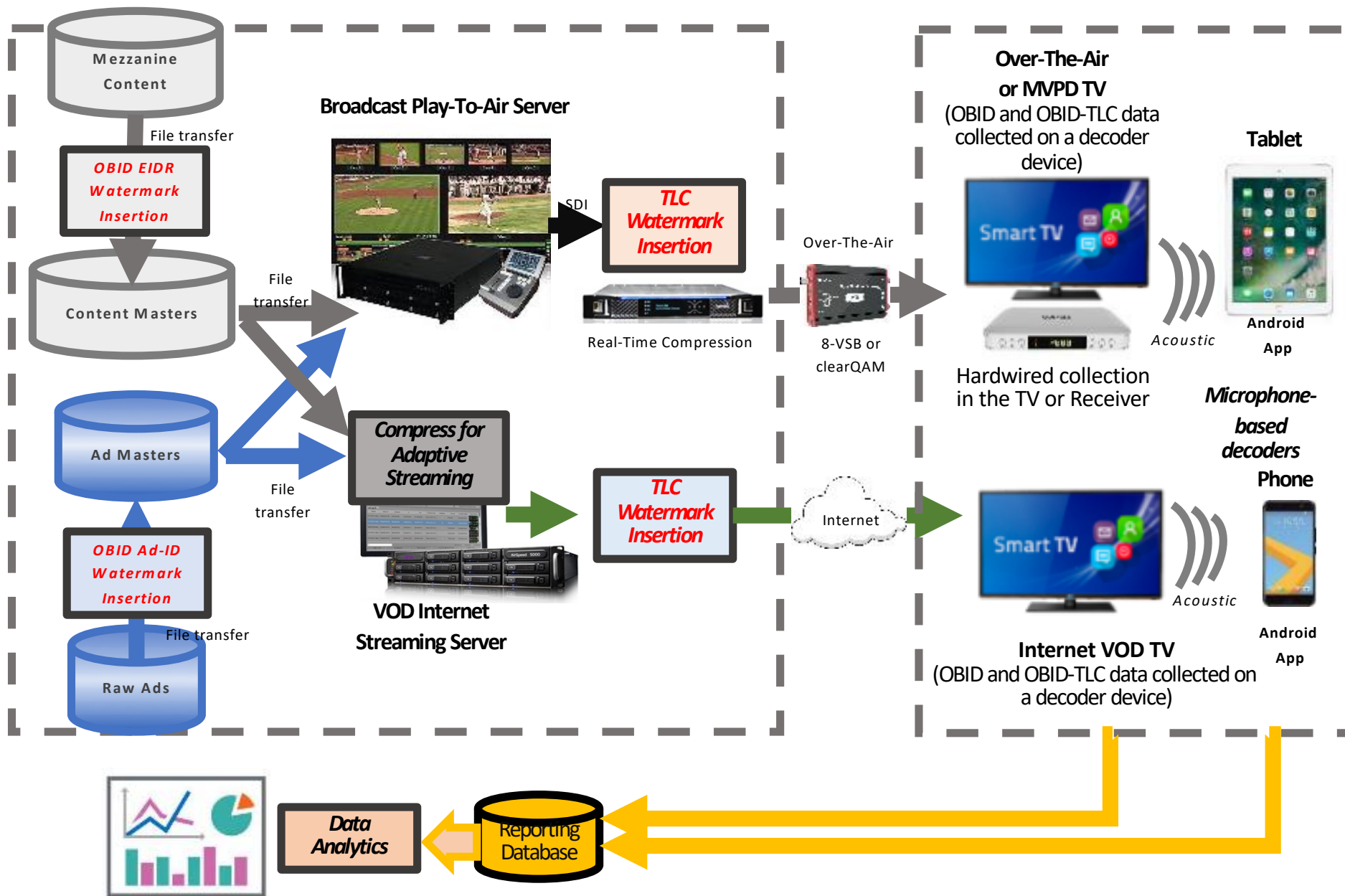   - ATSC 3.0 (Verance Aspect) watermark

SMPTE Open Watermark Standard

- **Open Binding of Identifiers (OBID)**
  - Carries Ad-ID and EIDR identifiers
  - SMPTE Standard: TC-24TB OBID – published March 2018

- **OBID-TLC (Time Labels to Content)**
  - Time/Date Stamp
  - 4 layers of unique distributor IDs
  - SMPTE Standard: TC-24TB OBID-TLC – published April 2018

How Does This Work?
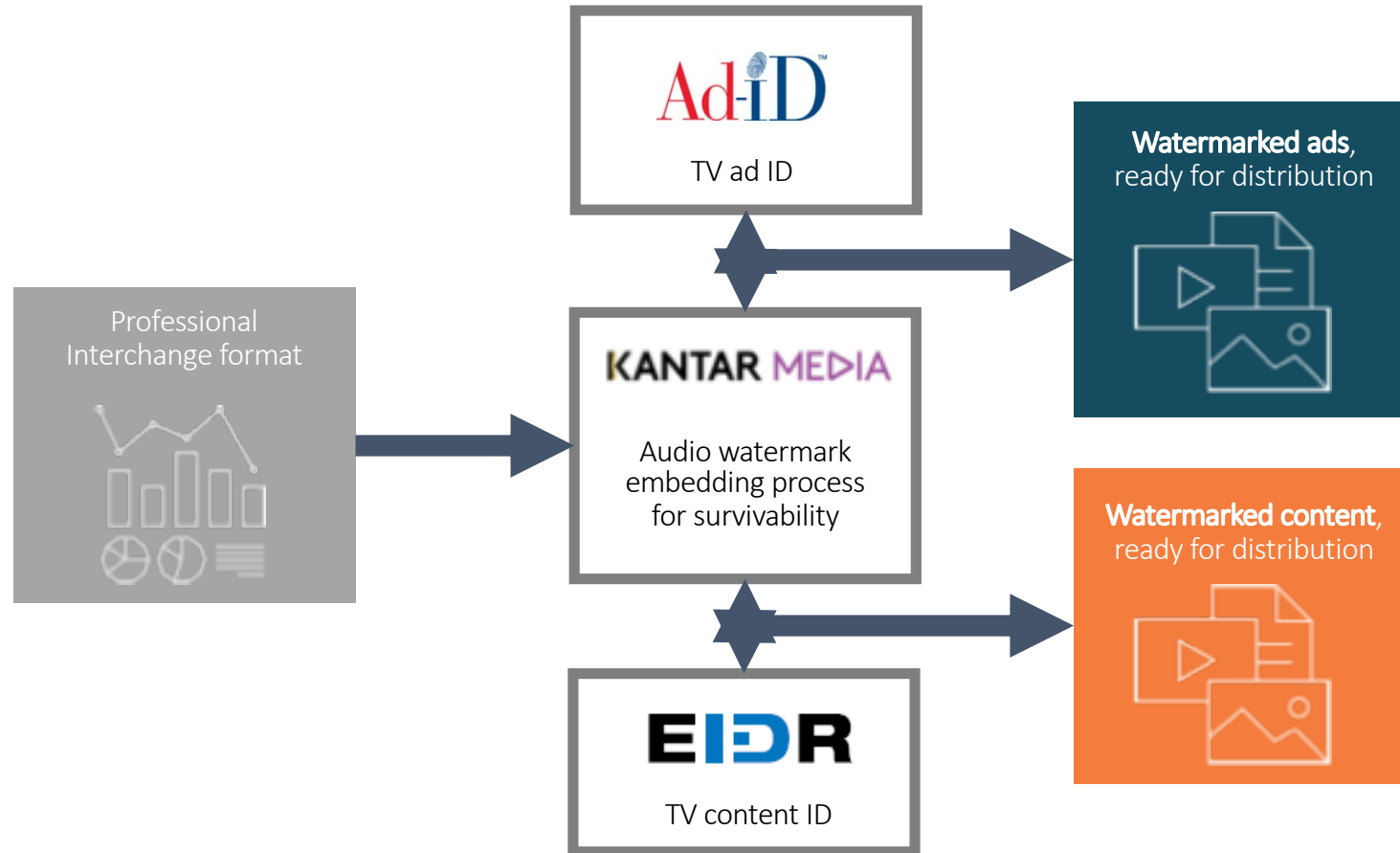
12-14-17: FOX Media Lab POC

- Acoustic detection of EIDR and Ad-ID OBID through Kantar Media file based watermarking tool through the broadcast workflow
  - 7 ads
  - Fox content
  - ABC B-roll

- Insertion and acoustic detection of OBID-TLC watermarks using the real-time watermark embedder

12-14-17: FOX Media Lab POC

- Validated content and ad tracking through cross platform content identification

- Feedback on the installation, configuration, and operation of the real-time OBID-TLC embedder
  - Including a test result file of resolved EIDR and Ad-ID data collected from the test content

- Documented and addressed key use cases

Test Overview

- Content was assembled/played back in a linear fashion

Ad 1	Ad 2	Content 1	Ad 3	Ad 4	Content 2	Ad 5	Ad 6	Content 3

- When content was played back through the real-time embedder it was captured into a file containing OBID and OBID-TLC codes

- Capture the detection of EIDRs and Ad-IDs on an Android tablet

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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
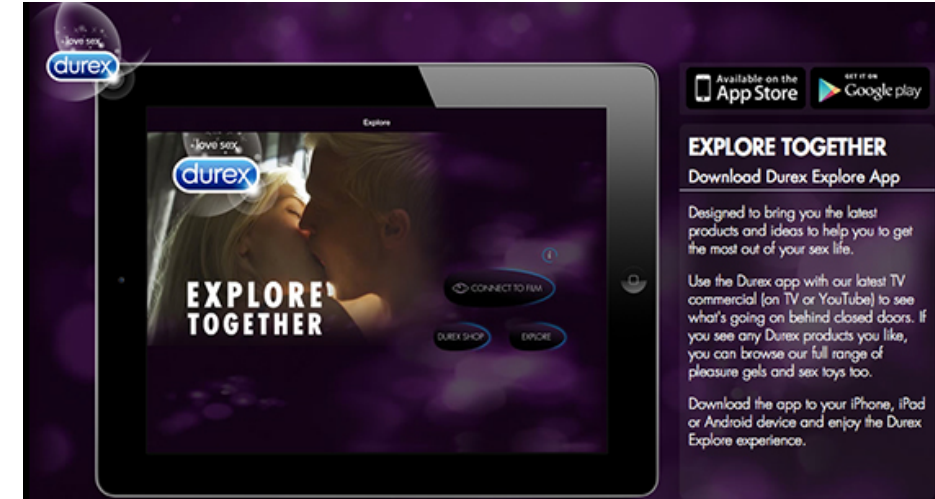
Getting Started with TAXI Complete

1.	2.	3.
Register content with EIDR **Require ads include Ad-ID**	**Embed Once: Enable Multiple Applications**	**Contact Kantar Media** • Workshops & Pilot Tests • ATSC 3.0 Trial

Learn More!

http://bit.ly/TAXI_Complete

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