



Ad-ID Is Today's "ISCI"

The Importance of a Universal Identifier in the Advertising Workflow

Ad-ID codes streamline advertising trafficking by making the workflow more efficient, reliable, measurable, and accountable.

Ad-ID is the upgraded, more advanced commercial coding system that replaced ISCI in 2003. It provides many benefits and greater functionality for advertisers and TV stations than its predecessor.

Ad-ID codes are the industry standard for identifying advertising assets. Not only does Ad-ID provide commercial codes for linear TV, Ad-ID codes are also used to identify digital video and audio creative assets.

Ad-ID codes are the industry standard:

1. Ad-IDs are registered and managed via an online system.
2. Ad-IDs link to metadata fields which include key info about the ad.
3. Ad-ID offers APIs that enable the code and associated metadata to be shared between various ad-related systems.
4. Ad-ID is included in the IAB's industry standards for distributing digital video ads (VAST).
5. Ad-ID is TV Interface Practices (TIP) compliant.

The use of Ad-ID should no longer be viewed as optional, but necessary. Using Ad-ID codes is essential to ensuring that creative is properly trafficked across all TV and video distribution channels.

ISCI was right for its time, but its time has passed. Ad-ID is right for our industry going forward.

For more information, contact Harold Geller, Ad-ID's Executive Director, at hgeller@ad-id.org, or you can reach Ad-ID's customer service team at cs@ad-id.org.