Announcing a New Standard in Trackable Asset Cross-Platform Identification
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
## 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 |
| Improved automated content recognition and detection | Accelerated digital content locker adoption and complete long-tail content monetization |
| On-the-fly media asset assembly | Reduced asset storage and transmission costs |
| | Better second-screen integration and improved multi-screen content discovery |
| | Simplified and less-costly media reconciliation |
Participating Organizations

KANTAR MEDIA  EIDR  Ad-ID  cimm  SMPTE

CIMM Members

21ST CENTURY FOX  A+E NETWORKS  ANA  Carat  CBS CORPORATION  Discovery Communications

iab TECH LAB  Google  groupm  IPG MEDIABRANDS  NBC Universal  Omnicom MediaGroup

PUBLICIS GROUPE  scripps networks interactive  TimeWarner  UCI COMMUNICATIONS INC  Viacom  VAB  The Walt Disney Company
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?

Professional Interchange format

Audio watermark embedding process for survivability

TV ad ID

Watermarked ads, ready for distribution

TV content ID

Watermarked content, ready for distribution
Mezzanine Content

Content Masters

OBID EIDR Watermark Insertion

Content Masters

Ad Masters

OBID Ad-ID Watermark Insertion

Raw Ads

Broadcast Play-To-Air Server

File transfer

TLC Watermark Insertion

Broadcast Play-To-Air Server

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Real-Time Compression

Over-The-Air or MVPD TV (OBID and OBID-TLC data collected on a decoder device)

Tablet

Acoustic

Android App

Microphone-based decoders

Phone

Over-The-Air

Hardwired collection in the TV or Receiver

VOD Internet Streaming Server

Compress for Adaptive Streaming

Internet VOD TV (OBID and OBID-TLC data collected on a decoder device)

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Hardwired collection in the TV or Receiver

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Data Analytics

Reporting Database

8-VSB or clearQAM

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Hardwired collection in the TV or Receiver
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. Register content with EIDR
   Require ads include Ad-ID

2. Embed Once: Enable Multiple Applications

3. Contact Kantar Media
   • Workshops & Pilot Tests
   • ATSC 3.0 Trial