Ad-ID, ARF, CIMM, IRI, and Kantar Launch Ad Metadata Initiative

The initiative seeks to standardize campaign data formats for easy interpretation, seamless interoperability, and improved cross-platform measurement across the advertising ecosystem

New York, NY, February 6, 2020 – Ad-ID, Advertising Research Foundation (The ARF), Coalition for Innovative Media Measurement (CIMM), IRI, and Kantar today announced the launch of a new joint initiative to standardize advertising metadata at CIMM’s 9th Annual Cross-Platform Video Measurement and Data Summit in NYC.

The industry initiative, titled “Ad Metadata Standardization Initiative (AMSI),” will focus on companies conducting cross-platform measurement who are experiencing challenges tracking advertisements across platforms accurately and maintaining the necessary metadata required by marketers to perform ROI analyses to understand the impact of their advertisements across all platforms.

As marketers face the hurdle of having hundreds of different data formats to contend with across their campaigns, the AMSI aims to create a common standard across all metadata for campaign splits, across ad exchanges, servers, DMPs, DSPs and agencies.

“The growing number of adtech players – each with its own naming conventions – has made the interpretation of data files very messy indeed,” said Jane Clarke, CEO and managing director at CIMM. “Wouldn’t it be nice to see metadata ingested for a campaign and immediately know what it means and where it came from? The benefits of standards for accurate tracking and measurement of ads could range from cost savings throughout the cross-media measurement ecosystems to improved workflows. This initiative is a positive step forward to resolve a pain-point that has stymied marketers’ desires to accurately measure their efforts across platforms.”

“The proliferation of platforms has exposed marketers to new insights, but the collateral damage comes in the form of differing levels of data formats and extraction capabilities,” said Vijoy Gopalakrishnan, senior vice president at IRI. “A lack of standards prevents marketers from having a cohesive exposure format that enables optimization across channels, which is why I am excited to start working on the AMSI.”

Though progress is currently underway in-line with this goal, including CIMM’s work with Ad-ID, EIDR, Kantar, and the Society of Motion Picture & Television Engineers (SMPTE), to establish the Trackable Asset Cross-Platform Identification (TAXI Complete) initiative, and the two standards for the open binding of identifiers published in 2018, the AMSI looks to further prioritize standard advertising metadata across the industry.

Harold Geller, executive director at Ad-ID, added, “Having the ability to accurately identify advertisements across platforms is imperative for the industry to have complete, cross-platform measurement. I look forward to this much needed collaboration.”

Scheduled to kick-off this month, CIMM welcomes other measurement companies and associations to participate. To inquire about joining the AMSI, contact: Vijoy Gopalakrishnan at vijoy.gopalakrishnan@iriworldwide.com.
About Ad-ID
Ad-ID is the industry standard for identifying advertising assets across all media platforms (broadcast, online, mobile, over-the-top, print and audio). The web-based system is a central, secure source for the industry’s asset identification information and ensures that all assets are delivered correctly to media and consumers. Ad-ID is a joint venture of the American Association of Advertising Agencies (4A’s) and the Association of National Advertisers (ANA) and serves more than 2,600 advertisers of all sizes and most advertising agencies in the United States. For more information visit [www.ad-id.org](http://www.ad-id.org).

About the Advertising Research Foundation
Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has 400 members from leading brand advertisers, agencies, research firms, and media-tech companies. For more information, please visit [www.thearf.org](http://www.thearf.org).

About CIMM
The Coalition for Innovative Media Measurement (CIMM) is comprised of leading video content providers, media agencies and advertisers that aim to promote innovation and foster efficiencies in audience measurement for television and cross-platform video. In 2018, CIMM was acquired by the ARF (Advertising Research Foundation), with the goal of expanding the categories of members as well as initiatives. CIMM initiatives to date have included exploration and identification of new methodologies in cross-platform audience measurement, with verification of these approaches through pilot tests and studies conducted with independent measurement companies. CIMM’s focus has been on two key areas: the current and future potential of television measurement through the use of return-path data, and new methods for cross-platform media measurement. For more information, visit [www.cimm-us.org](http://www.cimm-us.org).

About IRI
IRI is a leading provider of big data, predictive analytics and forward-looking insights that help CPG, OTC health care organizations, retailers, financial services and media companies grow their businesses. A confluence of major external events — a change in consumer buying habits, big data coming into its own, advanced analytics and personalized consumer activation — is leading to a seismic shift in drivers of success in all industries. With the largest repository of purchase, media, social, causal and loyalty data, all integrated on an on-demand, cloud-based technology platform, IRI is empowering the personalization revolution, helping to guide its more than 5,000 clients around the world in their quests to remain relentlessly relevant, capture market share, connect with consumers, collaborate with key constituents and deliver market-leading growth. For more information, visit [www.iriworldwide.com](http://www.iriworldwide.com).

About Kantar
Kantar is the world’s leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.