KANTAR MEDIA

FUTVRE

THE WORLD AUDIENCES SUMMIT 2017

Building an industry standard for content and ad identification:

Advancing cross-platform measurement and much more!

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CEO, Managing Director
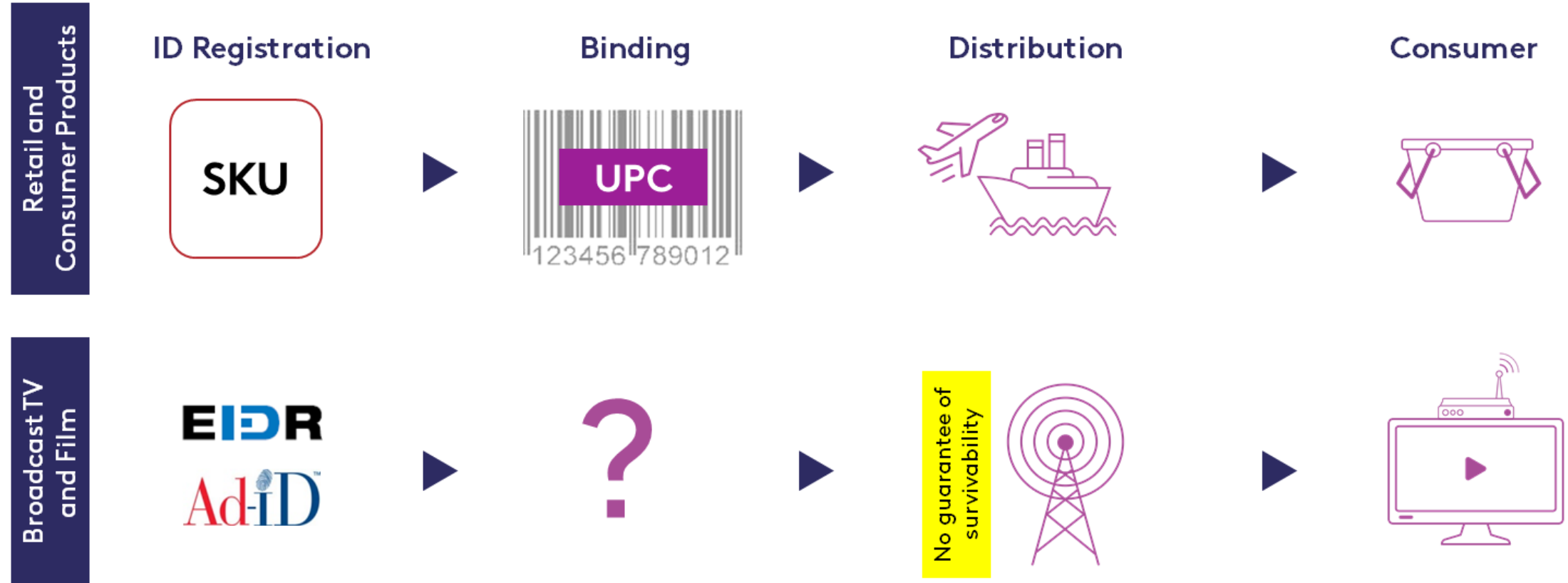Coalition for Innovative Media Measurement

cimm
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It Started with CIMM's "TAXI" Initiative in 2012

Trackable Asset Cross-Platform Identification

TAXI is about standardizing the identification of entertainment and advertising videos to facilitate tracking media and measuring viewing audiences across distribution platforms.

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Why Asset Identification is Important?

Currently, there is no open method for embedding, or binding, persistent content identifiers (e.g., watermarks, fingerprints, etc.) into video content and ads, so that they survive, no matter how the asset gets to the consumer

Retail and Consumer Products

ID Registration	Binding	Distribution	Consumer
SKU	UPC 123456 789012	✈ 🚢	🛍

Broadcast TV and Film

ID Registration	Binding	Distribution	Consumer
EIDR Ad-ID	?	No guarantee of survivability	📺

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Why Identifiers Need to be Bound into Video?

1. Existing identifiers, such as EIDR and Ad-ID, rely on binding an identifier to a file container, data streams within a file container, or structural metadata of the file itself, which can be **destroyed during processing or delivery**.

2. The only reliable approach is to **bind the identifier within the audio/visual essence**, so that it can survive throughout the end-to-end lifecycle.

3. **Binding technologies exist** – watermarks, fingerprints and wrappers – but today **these are either proprietary, are not capable of surviving transit** through the end-to-end ecosystem, or both.

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**

Standardized **tracking of 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**

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Where is this work being done?

The Society of Motion Picture and Television Engineers, which is a global, due-process organization that sets technical standards for audio/video content

SMPTE Collaboration for Open Binding Standard

Three phases:

1.

SMPTE – CIMM Study Group:
2014 report identified audio watermarking as the best method to bind Ad-ID and EIDR metadata into video.

Report on CIMM and SMPTE sites (video on CIMM site)

2.

SMPTE – CIMM Standards OBID Drafting Group:
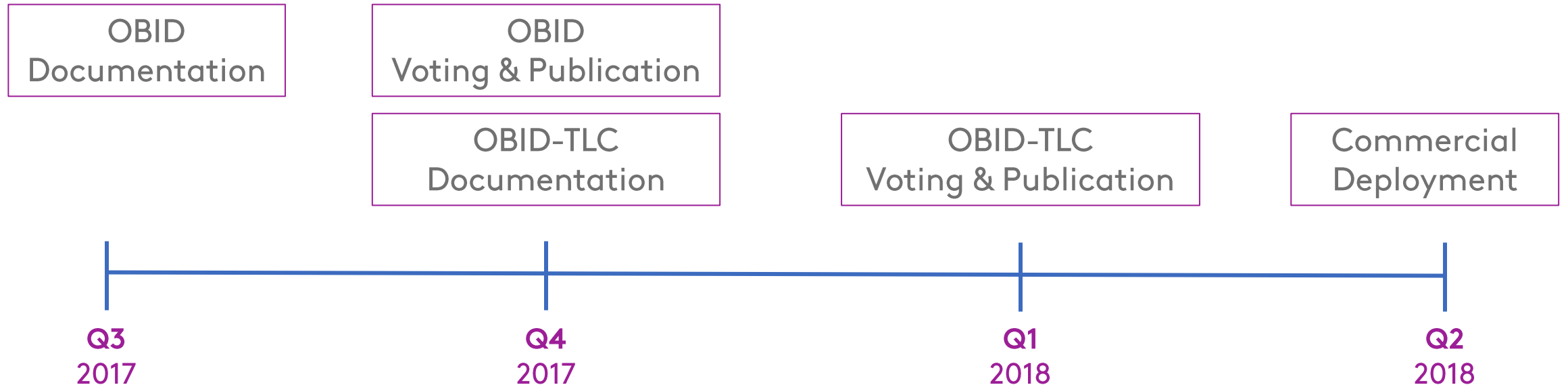Issued RFP in 2015 to identify technology partner; four responses.

3.

SMPTE – CIMM Standards OBID-TLC Drafting Group:
Issues second RFP to include Time Labels and Station Codes/Identifiers for proper crediting to source of content/ad.
Received two responses.

Kantar Media selected to move to next stage in SMPTE standardization process: documentation and final vote!

- SMPTE issued 2 tenders with quite challenging requirements:
  large payload and acoustic detection

- Kantar Media leveraged its long expertise in audio watermarking: preserved
  audio quality, with robustness and co-existence with other watermarks

- Submitted technology also comes with support and expertise
 of global audience measurement company.

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Timeline for Adoption of Standard

OBID Documentation		OBID Voting & Publication			
		OBID-TLC Documentation		OBID-TLC Voting & Publication	Commercial Deployment

Q3 2017   **Q4** 2017   **Q1** 2018   **Q2** 2018

2018: Commercial deployment!

LiGHTSPEED

Link ad exposure with Kantar's Lightspeed Panel to trigger surveys
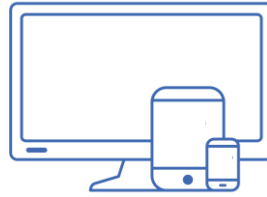
Second Screen synching to deliver additional content, coupons, quizzes, based upon content/ad exposure

Asset tracking for copyright protection

Tracking music played on streaming services

Cross-Platform Audience Measurement

Use your imagination! Open standards drive creativity and innovation!