Your TAXI is Waiting

Implementing a UPC Code to Track Content and Ads

Cross-Platform Measurement Summit
April 18, 2013

ERNST & YOUNG
Quality In Everything We Do
What is TAXI?
Trackable Asset Cross-Platform Identification

TAXI is about identifying entertainment and advertising assets across distribution platforms, and establishing standards for multi-channel asset tracking.
How we got here
28 M&E supply-chain entities and a two-year proof-of-concept
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Implementing a UPC code to track content and ads

► Harold Geller
Chief Growth Officer, Ad-ID

► Bradley Epperson
VP, Commercial Operations, NBCUniversal

► Janice Finkel-Greene
EVP/Buying Analytics, MAGNA Global

► Mike Overly
Marketing Effectiveness Manager, LEGO

► Moderated by David Kohl
Advertising Sector Lead, Ernst & Young LLP
$2.5 billion in recurring economic benefits
across the media and entertainment supply chain

Recurring “annualized” benefits

2% to 3% increase in ad spend
due to greater speed, transparency
and accountability in the ad marketplace

Roughly $2 billion

Tangible operational cost savings
through media workflow automation

$500 million or more

One-time adoption costs

TAXI implementation costs
primarily due to required technology changes

Less than $500 million
The first step ...
Register commercial video assets with Ad-ID and EIDR

1. Operationalize video asset registration with Ad-ID and EIDR

2. Operationalize asset and ID flow-through

3. Embed TAXI in all media measurement and reporting
Become “TAXI Compliant” before the end of 2014

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