



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

A large, stylized barcode graphic in the background, with vertical bars of varying heights and widths, some in grey and some in white. The text is overlaid on this graphic.

TAXI is about **identifying entertainment and advertising assets** across distribution platforms, and **establishing standards for multi-channel asset tracking.**

0 1 2 3 4 5 6 7 8 9 0 1 2

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

To do in 2013	To do in 2014
<p>1</p> <p>Operationalize video asset registration with Ad-ID and EIDR</p>	<p>2</p> <p>Operationalize asset and ID flow-through</p> <p>3</p> <p>Embed TAXI in all media measurement and reporting</p>

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