



The case for TAXI



Cross-Platform Video Measurement Summit
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What is TAXI?

Trackable Asset Cross-Platform Identification

A large, stylized barcode graphic serves as a background for the central text. The bars are of varying heights and are rendered in a light gray color. At the bottom of the barcode, the numbers 0 through 9 are visible, with the number 12 appearing at the end, suggesting a continuation of the sequence.

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

Why does TAXI need to be an industry priority?

Asset identification and tracking capabilities have not kept pace with the dramatic increase in content volume.

- ▶ The **lack of comparability of metrics** across channels and platforms creates confusion
- ▶ There is a **significant waste in advertising spend**
- ▶ Content owners **monetize a only small portion** of their overall libraries
- ▶ The content and advertising **markets are inherently inefficient**
- ▶ The economic benefits of **media workflow automation** cannot be realized



What will TAXI do for our industry?

Ten entities shared what they need and value . . .

Multiple versions in a multiplatform world ...
it simply **doesn't scale**.

We need to value our content and advertising
fairly and **get paid for it**.

Tag management is getting **more expensive** ... multiple tags will soon
impact the **user experience**.

One
mistake costs
millions.

We need to know
who is **making**
money on our content.

nielsen



NBCUniversal



KANTAR

hulu™



ESPN



groupm

Dramatically
improve efficiency
... a significant
cost savings.

We need far more
transparency across
the supply chain.

The industry is clamoring for a **simple, low-cost method** for keeping track of content
– both **entertainment** and **advertising** assets –
but the industry has **yet to coalesce** around a common methodology.

How will the industry take TAXI to market?

1

Prove that TAXI can deliver tangible value
at a low cost, and with low operational disruption

Demonstrate what TAXI can do, even in a limited-scope PoC

- ▶ **New data:** Asset-related performance data previously unattainable in a cost-effective manner
- ▶ **Speed:** Faster receipt and analysis of performance data ... faster decisions with greater impact

2

Make TAXI a burning economic platform
one that has clear revenue growth and cost-savings benefits

Quantify and share results with executives that can champion TAXI ...

- ▶ make TAXI a priority in their companies and fund development
- ▶ become catalysts for industry adoption

3

Roll out TAXI across the M&E supply chain

Begin demonstrating how TAXI can drive additional benefits with widespread adoption

- ▶ **Workflow efficiency:** Streamlined and more-automated workflows, reduced operating costs
- ▶ **Improved asset delivery experience:** Positive impact on the audience experience, particularly in “digital” (fewer proprietary tags)

TAXI Proof-of-Concept

A staged approach to implementation

