The case for TAXI

Cross-Platform Video Measurement Summit
February 2012
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.
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.

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.

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

- Established TAXI PoC design specification and confirmed PoC feasibility
  - Completed Dec 2011
- Design and develop PoC
- Execute PoC and quantify impact of results
- Begin industry rollout

- Currently selecting additional PoC participants

Inexpensive and easy to implement …
- A limited number of assets
- Ad-ID and EIDR registries
- Existing vendor relationships