



# ISAN

INTERNATIONAL STANDARD  
AUDIOVISUAL NUMBER

## Expression of Interest

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ISAN International Agency  
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## Introduction

The Expression Of Interest (EOI) is the first phase of the ISAN Registration Agency (RA) accreditation and appointment process.

The aim of the expression of interest (EOI) is to provide the ISAN International Agency (ISAN-IA) with a set of non-binding information related to the organization's interest in becoming an ISAN Registration Agency in its chosen market, and to check its compliance with the ISO 15706 standard.

After approval of the EOI by ISAN-IA, the prospective RA (the organization candidate) will be asked to provide a detailed business case (i.e. implementation plans, business plan, market coverage, details on its IT infrastructure, type of customers, services offered, pricing, etc... ).

All the information provided in this document is to be considered as public (unless otherwise specified), and therefore the organization sending this EOI allows the ISAN International Agency to publish its contents on its website, [www.isan.org](http://www.isan.org).

Please send this document by email and post, duly completed in English to:

**ISAN International Agency**

30 rue de Saint Jean  
1203 Geneva  
Switzerland  
to the attention of Patrick Attallah

For any question or clarification, please contact:

Patrick Attallah – Managing Director

Email: [patrick.attallah@isan.org](mailto:patrick.attallah@isan.org)

Tel.: + 41 22 545 10 00

Fax: + 41 22 545 10 40

## General Information about your Organization

<b>Organization's Name</b>	Please specify here the name your Organization, not the RA's name. Advertising Digital Identification, LLC
<b>Acronym (if any)</b>	Ad-ID
<b>Main Address</b>	405 Lexington Ave. 18th Floor New York, NY 10174 USA
<b>Zip Code</b>	
<b>City Name</b>	
<b>Country</b>	
<b>Web Site</b>	<a href="https://www.ad-id.org/">https://www.ad-id.org/</a>
<b>Main email address</b>	<a href="mailto:hgeller@ad-id.org">hgeller@ad-id.org</a>
<b>Phone numbers</b>	Office: 212-850-0795 Cell: 646-808-7335
<b>Fax number</b>	212-953-5787
<b>Organization's Legal Type</b>	Limited Liability Company
<b>Place &amp; Date of incorporation</b>	New York, NY July 11, 2002.
<b>Registration number</b>	06-1639073
Please provide here below details of your organization's main point of contacts.	
<b>First &amp; Last Names</b>	Harold S Geller
<b>Job Title</b>	Managing Director
<b>Job Function</b> (brief description)	Responsible for all aspects of Ad-ID, including corporate vision, maintenance of business plan, promotion / Sales, partnership development, and the oversight of operations. Reporting directly to the Ad-ID board of directors.
<b>Email</b>	As above
<b>Phone numbers</b>	
<b>First &amp; Last Names</b>	
<b>Job Title</b>	
<b>Job Function</b> (brief description)	
<b>Email</b>	
<b>Phone numbers</b>	

## Description of your Organization's Activities

<p><b>Main Activities</b></p>	<p>Please give a brief extensive description of your organization main activities.</p>
	<p>Ad-ID™ is the only advertising asset coding system authorized and supported by the American Association of Advertising Agencies and the Association of National Advertisers, Inc.</p> <p>Ad-ID is a Web-based system accessible 24/7 worldwide that generates a unique identifying code for each advertising asset, creating a capability to identify them across all media. Using Ad-ID, and promoting the use of its Web services, greatly improves workflow between agency, advertiser, distributor and medium.</p>
<p><b>Number of Employees</b></p>	<p>You can provide an organization chart of your organization (which will not be published)</p>
	<p>Ad-ID has 3 Full time employees, Managing Director, Customer Service representative, and technical support manager.</p>
<p><b>Financial information on the last 3 years activities</b></p>	<p>If you wish ISAN-IA not to publish some financial information you are providing, please do send them as an attachment. Please provide here public financial information.</p>
	<p>Ad-ID does not publish its financial data.</p>

## Information about the Prospective ISAN Registration Agency (RA)

<b>Name of Prospective RA</b>	Please provide the name of the ISAN prospective Registration Agency.
	Ad-ID LLC
<b>Prospective RA's Market</b>	Please specify the market the prospective ISAN RA intends to cover (i.e. specific country, region, specific customers' types, specific organization's members, etc...)
	Advertising and Advertising supported audio-visual assets created in the United States.
<b>Prospective RA Founding Organization(s)</b>	Please provide information on the different organizations (if any) founding the prospective RA
	<p><b>About the AAAA</b> The AMERICAN ASSOCIATION of ADVERTISING AGENCIES is the national trade association of the advertising agency business. The 1,196 member agency offices it serves in the United States employ 65,000 people, offer a wide range of marketing communications services, and place 80 percent of all national advertising. The management-oriented association helps its members build their businesses, and acts as the industry's spokesman with media, government, and the public sector. For more information, visit <a href="http://www.aaaa.org">www.aaaa.org</a>.</p> <p><b>About the ANA</b> The Association of National Advertisers leads the marketing community by providing its members insights, collaboration and advocacy. ANA's membership includes 375 companies with 8500 brands that collectively spend over \$100 billion in marketing communications and advertising. The ANA strives to communicate marketing best practices, lead industry initiatives, influence industry practices, manage industry affairs and advance, promote and protect all advertisers and marketers. For more information, visit <a href="http://www.ana.net">www.ana.net</a></p>
<b>Evidence of support from audiovisual organization</b>	Please provide information about the organization(s) (i.e. producers, broadcasters, platform operators, etc...) that support your ISAN RA candidacy in the market which you intend to service ISAN. Letters of support can be attached to this EOI.
	The adoption of Ad-ID is supported by: Advanced Media Workflow Association (AMWA), Cabletelevision Advertising Bureau (CAB), Interactive Advertising Bureau (IAB), Magazine Publishers of America (MPA), Outdoor Advertising Association of America (OAAA), Radio Advertising Bureau (RAB), Society of Cable Telecommunications Engineers (SCTE), Traffic Audit Bureau (TAB), Traffic Directors Guild of America (TDGA), Television Bureau of Advertising (TVB) each of them would be willing to write letters in support of this application.

<p><b>Organization's Interest in becoming an ISAN Registration Agency.</b></p>	<p>Please provide information and reasons of why your organization wants to become an ISAN Registration Agency in the specified market or territory.</p>
	<p>Ad-ID works with many entities that require the registration of both Advertisements, and audio visual works, we also expect that there will be cases where both Ad-ID and ISAN numbers will be required on an asset, in this case, Ad-ID can provide a "one stop shop" for the generation of these identifiers, and the associated metadata. The consumers of data for both asset identification platforms also have a great deal of overlap, broadcasters and their automation systems, digital asset management systems, program and commercial distributors, etc. The ability for Ad-ID to service the asset identification, and metadata needs of these entities is desirable, and will cause greater adoption of both platforms.</p>

