



ISAN

INTERNATIONAL STANDARD
AUDIOVISUAL NUMBER

Expression of Interest

ISAN International Agency
Document reference: ISAN-AP-01

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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.

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

Tel.: + 41 22 545 10 00

Fax: + 41 22 545 10 40

General Information about your Organization

Organization's Name	Please specify here the name your Organization, not the RA's name. Advertising Digital Identification, LLC
Acronym (if any)	Ad-ID
Main Address	405 Lexington Ave. 18th Floor New York, NY 10174 USA
Zip Code	
City Name	
Country	
Web Site	https://www.ad-id.org/
Main email address	hgeller@ad-id.org
Phone numbers	Office: 212-850-0795 Cell: 646-808-7335
Fax number	212-953-5787
Organization's Legal Type	Limited Liability Company
Place & Date of incorporation	New York, NY July 11, 2002.
Registration number	06-1639073
Please provide here below details of your organization's main point of contacts.	
First & Last Names	Harold S Geller
Job Title	Managing Director
Job Function (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.
Email	As above
Phone numbers	
First & Last Names	
Job Title	
Job Function (brief description)	
Email	
Phone numbers	

Description of your Organization's Activities

Main Activities	Please give a brief extensive description of your organization main activities.
	<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>
Number of Employees	You can provide an organization chart of your organization (which will not be published)
	Ad-ID has 3 Full time employees, Managing Director, Customer Service representative, and technical support manager.
Financial information on the last 3 years activities	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.
	Ad-ID does not publish its financial data.

Information about the Prospective ISAN Registration Agency (RA)

Name of Prospective RA	Please provide the name of the ISAN prospective Registration Agency.
	Ad-ID LLC
Prospective RA's Market	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.
Prospective RA Founding Organization(s)	Please provide information on the different organizations (if any) founding the prospective RA
	<p>About the AAAA 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 www.aaaa.org.</p> <p>About the ANA 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 www.ana.net</p>
Evidence of support from audiovisual organization	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.
	<p>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>

<p>Organization's Interest in becoming an ISAN Registration Agency.</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>

Information about the prospective RA's Implementation Plans

Prospective RA Commencement Date	Please provide information on when the prospective RA intends to start offering the ISAN services in its market
	September 1, 2008.
Prospective RA's Customers	Please provide information on customers the prospective RA intends to offer ISAN services to (type of customers, number of customers)
	Advertisers, Advertising Agencies, Content providers, Production Companies, Broadcasters, program syndicators
Prospective RA potential ISAN Work Registration	Please provide information on the number of potential audiovisual new work registrations for ISANs the prospective RA intends to tackle in its market on a yearly basis.
	The market is generally not well defined; however, it could range in the 10,000-100,000 audio visual works per year.
Prospective RA potential Existing Catalog	Please provide information on the number of potential existing audiovisual work registrations for ISANs the prospective RA intends to tackle in its market.
	If you are in the business of managing audiovisual works, please provide relevant information on the size of the current repertoire of audiovisual works that you manage.
	None at this time.
Prospective RA potential Other Services Offering	Please provide information and a brief description on any other services beside ISAN services the prospective RA intends to provide in its market.
	As described above, Ad-ID also sells and supports asset identifiers, associated metadata services, and web services relating to advertising to advertisers and agencies in the USA.

Prospective RA's Other Information and Comments

By sending the Expression of Interest, the Organization accepts the ISAN RA's accreditation process, as described in the document 'Term of Reference' available on www.isan.org.

This Expression of Interest is not a legally binding document. Organizations candidates completing the Expression of Interest and returning it to ISAN-IA should not therefore expect that it would constitute in any formal commitment or contractual engagement for either themselves or the International Agency. A binding agreement will only be signed after formal appointment by ISAN-IA's Administration Committee of the prospective RA.

Organization Name:

Ad-ID LLC

Date

May 15, 2008

Harold S Geller

Name of person signing the EOI

Signature

