Advertising Digital Identification (Ad-ID) URN Namespace Definition
draft-adid-urn-00.txt

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Abstract

   Advertising Digital Identification (Ad-ID) Identifiers are used
   identifying Advertising Assets across all media platforms (over the
   air, on-line, over the top, mobile, place based). This document
   defines the formal Uniform Resource Name (URN) Namespace Identifier
   (NID) for Ad-ID Identifiers.

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[1](#). Introduction

   This document defines the formal Uniform Resource Name (URN)
   Namespace Identifier (NID) for Ad-ID Identifiers.

   Ad-ID is the industry standard for identifying advertising assets
   across all media platforms. Ad-ID's data model includes the
   registration of advertising assets using standardized descriptive
   metadata about ads including advertiser, product, commercial title
   and other essential data. Ad-ID Identifiers are unique codes for
   each advertising asset digitally, and applies that code to all
   media.

   [Ad-ID-INTRO] provides additional background information.

[2](#). Completed URN Namespace Definition Template

   The namespace definition according to the template in [[RFC3406](#)] is
   as follows:

Namespace ID:

adid

Registration Information:

Version 1

2016-03-22

Declared registrant of the namespace:

Name:

Advertising Digital Identification, LLC

Address:

Advertising Digital Identification, LLC
11020 David Taylor Drive, Suite 305
Charlotte, NC 28262-1103
USA

Contact:

URL: http://www.ad-id.org/contact
Email: cs@ad-id.org

Declaration of syntactic structure:

The identifier structure is as follows:

An Ad-ID Identifier consists of a unique eleven character string
or a unique twelve character string (video codes only).

This string is divided into three parts:

1. A four-character alphanumeric Company Prefix, not starting
   with "0".
2. A seven-character alphanumeric code.
3. An optional one-character Video Format Identifier.

                      Video Format:
           H - High Definition
           D - Three-Dimensional

     The URN representation URN-ADID of an Ad-ID Identifier
     conforms to the syntax specified below using ABNF
         (as specified in IETF RFC 5234):

        URN-ADID = "urn:adid:" full_adid_identifier
        full_adid_identifier = adid_prefix adid_code [adid_suffix]
        adid_prefix = (ALPHA / %x31-39) 3*alphanum
           ; first character not zero
        adid_code = 7*alphanum
        adid_suffix = "H" / "D"
        alphanum = ALPHA / DIGIT

     Examples:

        Standard Definition (SD): urn:adid:ABCD0001000
        High Definition (HD):   urn:adid:ABCD0001000H
              Three-dimensional (3D):   urn:adid:ABCD00010003

  Relevant ancillary documentation:

     [SMPTERP2092-1] specifies Advertising Digital Identifier (Ad-ID)
     Representations.

  Identifier uniqueness considerations:

     The Registrar (Advertising Digital Identification, LLC) is
     responsible for managing the assignment of the Ad-ID Identifier and
     shall ensure the uniqueness by checking the identifier against the
     list of existing ids.

     Ad-ID assigns the identifier, adid, in such a way that the
     uniqueness of the 'adid' will be maintained. Furthermore, an Ad-
     ID Identifier is associated with a single URN-ADID.

  Identifier persistence considerations:

     The assignment process guarantees that 'adids' are not reassigned
     or reused and the binding between the id and its resource is
     permanent.

primary benefits of its use are greater transparency and
accountability in the advertising marketplace, help eliminate costly
errors associated with the inconsistent use of advertising asset
identifiers throughout the advertising supply chain, and enable more
granular audience measurement across multiple platforms.

4. Security Considerations

This document specifies the syntax of the Ad-ID-URN namespace and
makes no security representations. Note however that failure to
conform to the syntactic and lexical equivalence rules specified when
using an Ad-ID Identifier as a criterion for accessing restricted
resources can result in granting unauthorized access.

5. IANA Considerations

This document defines a URN NID registration that is to be entered
into the IANA registry of URN NIDs. It specifically requests the
Ad-ID NID.

6. References

6.1. Normative References

[RFC2141] Moats, R., "URN Syntax", RFC 2141, May 1997.

[RFC2234] Crocker, D. and Overall, P.(Editors), "Augmented BNF for
          Syntax Specifications: ABNF", RFC 2234, Internet Mail
          Consortium and Demon Internet Ltd., November 1997.

[SMPTERP2092-1] Society of Motion Picture and Television Engineers,
          "Advertising Digital Identifier (Ad-ID) Representations",
          SMPTE RP 2092-1:2015.

6.2. Informative References

[Ad-ID-INTRO]
Ad-ID Identifiers are 11 characters except for High Definition (HD)
or Three-Dimensional (3D) codes, which have an H or D in the 12th
character.

   Ad-ID may have Complimentary Definition Codes (CDC's), which are
   matching SD, HD and/or 3D codes where only the 12th character of the
   code varies. This only applies to Video codes.

   Advertising Digital Identification, <http://www.ad-id.org/about>.

Authors' Addresses

   Jarrett Wold
   Advertising Digital Identification (Ad-ID)
   708 3rd Ave
   New York, NY 10017

   Email: jwold@ad-id.org