



Date: April 1, 2014

To: All Signatories to the 2013 SAG-AFTRA Commercials Contract and the 2013 SAG-AFTRA Radio Recorded Commercials Contract

RE: Ad-ID and Electronic Reporting Compliance

As you are aware, the 2013 SAG-AFTRA Commercials Contract and the 2013 SAG-AFTRA Radio Recorded Commercials Contract include the requirement to utilize Ad-ID and electronic reporting. The effective date of these requirements, however, was delayed to give employers time to make the transition. Signatories are required to implement these requirements on or before March 31, 2014.¹

Ad-ID is the industry standard for identifying advertising assets across all media platforms. It is a web-based system for the registration of assets, generating and managing unique identifying codes for all media. The ANA and 4A's estimate that \$1 to \$3 billion is lost each year to inefficiencies and productivity issues in the advertising workflow.

The standard coding established by Ad-ID enables better tracking and measurement of assets across all media platforms. With Ad-ID, advertising assets can be tracked throughout the supply chain with no confusion about whom the ad belongs to and where it needs to go next. These efficiency improvements create greater transparency and accountability in the advertising marketplace. Ad-ID also enables more granular audience measurement across multiple platforms, allowing advertisers to make smarter, more informed marketing decisions.

If you have not yet registered your advertiser clients' commercials with Ad-ID, please do so immediately at <http://www.ad-id.org/>. Also, if you are unsure if you (or your advertiser clients) are using Ad-ID, you may check this list on the Ad-ID website <http://www.ad-id.org/about/companies-using-ad-id>.

The Union reserves the right to enforce the aforementioned requirements through the grievance process, up to and including arbitration. We strongly believe, however, that Ad-ID benefits our signatories and the Industry as a whole and we have encountered significant misunderstanding regarding the costs and benefits of Ad-ID. We therefore encourage you to contact us if you have concerns regarding your compliance with these requirements.

Please feel free to contact me at sandy.kincaid@sagaftra.org or at 323.549.6858.

Respectfully,

Sandy Kincaid
Executive Director
Commercials and Corporate/Educational & Non-Broadcast Contracts

¹ For the relevant contract sections, see §51(A)¶2 of the 2013 SAG-AFTRA Commercials Contract and §61(A)¶1 of 2013 SAG-AFTRA Radio Recorded Commercials Contract.