

ARPP TV & PubID

The cross-industry web platform for Unique IDs and broadcast pre-clearance for all tv commercials in France

PubID is...

- ... where the creator of a tv, VoD or catch-up tv campaign (typically a creative agency or company acting on its behalf) enters metadata relating to this campaign and obtains a unique ID for each tv commercial.
 - ... where reference metadata is kept clean and managed for the whole industry.
 - ... where users can generate a slate image to be inserted into the content master linking it to the metadata.
- PubID has been live since 2010.

ARPP TV is...

- ... where the creator of a tv, VoD or catch-up tv campaign enters it online into ARPP clearance and monitors the clearance process until the ARPP's clearance decision. The entry process includes uploading an h264 proxy of the commercial(s).
 - ... where the ARPP receives and administers incoming clearance entries.
 - ... where media owners, sales houses and operations/traffic specialists can monitor the actual clearance status of commercials they are meant to air and compare the content cleared with the content they effectively receive for broadcast.
 - ... where media owners, sales houses and operations/traffic specialists can access metadata, including clearance decisions relating to the commercials and campaigns and feed it into their information systems.
 - ... where campaign creators can access the full history of their tv campaigns and related ARPP clearances.
- ARPP TV will go live in Q4 of 2013.

About the ARPP

The ARPP (Autorité de Régulation Professionnelle de la Publicité) is the French advertising industry's self-regulation organisation. Its responsibilities include clearance of all commercials before they can be broadcast on tv, VoD or catch-up tv.

The ARPP is a cross-industry body representing the French advertising industry: advertisers, media sectors, sales houses, agencies etc.

About Optimad

Optimad is the data division of IMD, a leader in digital video logistics.

Optimad also created and operates CARIA®. Launched 2003 in the UK, CARIA® was the first all-industry platform for tv campaign administration (media and copy information) for sales houses and media/creative agencies. It is used extensively by every major agency and all sales houses.

It currently processes 95% of UK and Ireland ad spend and is fully integrated with leading sales and agency systems.

About the ARPP TV project

ARPP TV was commissioned by ARPP at the end of 2012 as an extension of PubID, also developed and operated by IMD Optimad under an earlier and successful commission by ARPP.

ARPP TV will go live throughout Q4 2013 and will be available to the whole French industry by the end of the year.

About the Optimad platform

PubID & ARPP TV are built upon the Optimad data platform. This includes 20+ developer years of investment. This now incorporates the benefits of cloud-based streaming, processing and storage.

The platform provides robust integration with client and industry systems via open web service APIs secured by digital certificates and supported by an end-to-end API governance stack.

It provides an advanced permission model, which reflects how the industry is organized and operates. Strong and strictly managed security features enable confidentiality and safety of operations.



autorité de
régulation professionnelle
de la publicité



Key figures about tv advertising in France

- ▶ Over 20,000 unique commercials broadcast nationally each year.
- ▶ ARPP clearance ("avis avant diffusion") is mandatory for all commercials broadcast in France.
- ▶ 120 tv channels, 20 national sales houses.
- ▶ Tapeless digital delivery started in 2009, now 95% of national sends.

Key figures about PubID

- ▶ Over 68,000 unique FilmIDs and their metadata managed in PubID.
- ▶ Over 1,300 agency accounts of which over 150 are based outside France.
- ▶ Over 3,000 individual users.
- ▶ 6 active integrations of the PubID API (digital delivery specialist companies, sales houses).
- ▶ Over 1,000,000 API calls made from 3rd party systems.

More info

Interested to know more about PubID & ARPP TV, a successful industry-wide implementation of unique IDs and online clearance workflow?

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Or scan the QR code

