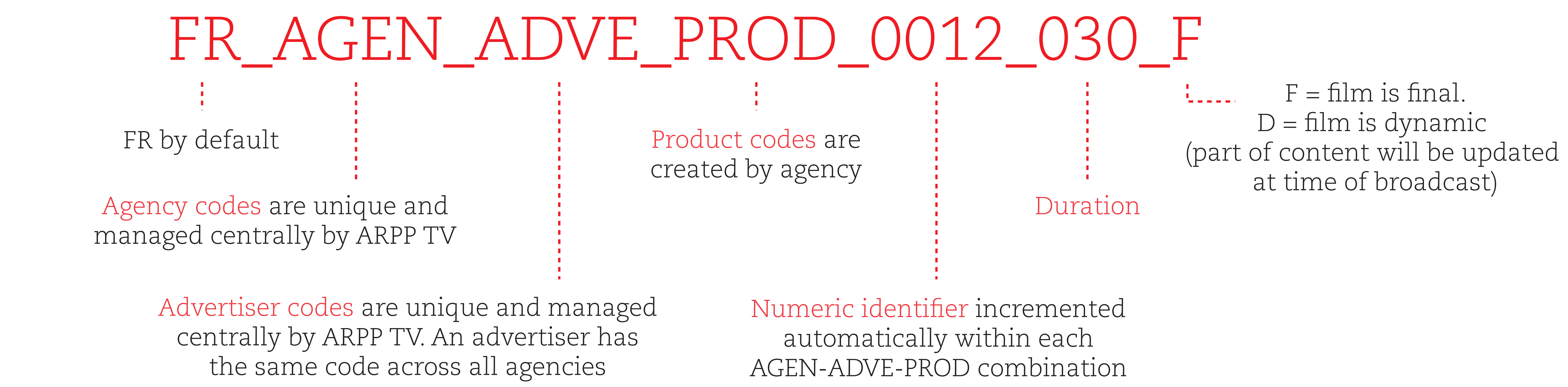


PubID: a unique identifier for each and every tv commercial in France

Since October 2010, all tv commercials intended for broadcast in France must have a PubID when entering ARPP clearance and subsequently being delivered to broadcasters. The PubID principles and syntax are described here :



Agencies and advertisers names and codes are centrally managed by Optimad for consistency across the whole industry.

FilmIDs are unique by design. They enable unambiguous identification of each film and related metadata, at all stages in the life cycle of the commercial.

With ARPP TV the French industry will have a single entry point for all aspects of the admin lifecycle of tv commercials: identification; consistent industry metadata; clearance entry, processing and decision; verification; reconciliation.

The ARPP TV comprehensive API enables metadata and media proxies to flow seamlessly between systems across the industry.

Media in ARPP TV

Creative or production sources are required to provide a proxy media of the commercial with the clearance entry. This proxy is a specified h264 file type. File type compliance is automatically checked upon upload into ARPP TV.

The ARPP TV platform automatically generates a set of sub-proxies for ARPP and sales houses: with burnt-in safe areas, burnt-in ID, thumbnails, etc.

Metadata in ARPP TV

ARPP TV and Optimad manage an extensive set of clean (harmonised) metadata including master data sets (agency and advertiser names), as defined with the industry.

ARPP TV also collects music details which are passed to the appropriate rights management organisation.

Metadata and proxies for each commercial are also passed by ARPP to INA who manage the legal deposit.

The ARPP TV API

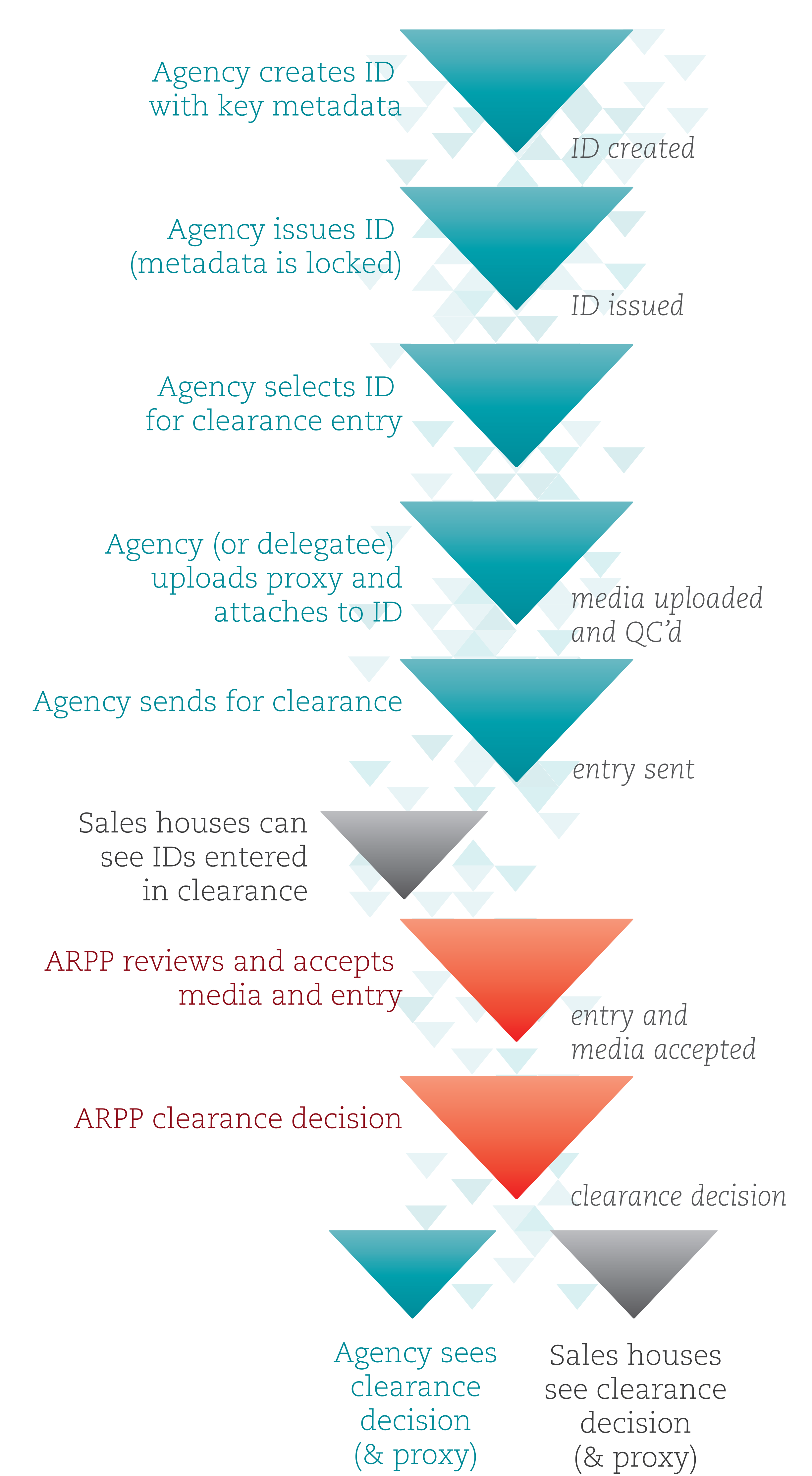
The ARPP TV SOAP API is fully documented and supported.

It enables relevant parties to exchange data and media with ARPP TV from within their own workflows and systems.

This results in productivity gains, increased speed of operations for traffic teams and safely relying on accurate metadata without any manual entry.

Life-cycle of a tv commercial in ARPP TV (simplified)

ARPP TV manages distinct lifecycle states for IDs, for media attached to IDs and for the ARPP clearance workflow.



NB Other processes, for example creating organisations and managing clearance fees, are not shown here.

