

## **WARNING : FROM THURSDAY, MARCH 15TH 2012, THE IDENTIFICATION SLATE BECOMES MANDATORY FOR ALL COMMERCIALS PRECLEARED BY THE ARPP.**

Since October 5th 2010, every commercials intended for a TV broadcasting, and since 2011, also for non-linear services (VOD, Catch-up etc.), are systematically identified by the PubID number.

The attribution of a unique ID to each commercial allows the conservation of coherent data for the whole TV advertising industry. It allows all the actors to manage effectively the descriptive data of all commercials according to their needs.

To guarantee the security of the exchanges throughout “the chain”, it is important to protect the link between the content of the media and its PubID number, as good as possible.

The practice which consists in inserting an identification slate before the commercial is already widely spread (more than half of the commercials submitted to the ARPP).

Today, the time has come to apply this practice of identification to all commercials.

So, by decision of the Board the ARPP, gathering the advertisers, the agencies and the medias, from **Thursday, March 15<sup>th</sup> 2012**, the presence of the slate at the beginning of each commercial submitted to the preclearance of the ARPP and displaying at minimal the following information becomes **mandatory** :

- Pub ID Number*
- The name of the agency*
- The name of the advertiser*
- The name of the product*
- The title of the commercial*
- The version number*
- The type of food & beverage and gambling mentions (according to the UDA classification)*

We remind you that a slate can be generated **free of charge** from Pub ID.

According to the professional practices in France, this identification appears in the image as a steady slate or a countdown, from 10 seconds until 3 seconds before the beginning of the commercial.

The following picture illustrates this sequence:



**WARNING** : From **Thursday, March 15<sup>th</sup> 2012**, the ARPP won't be able to preclear the commercials which would not display a identification slate which comply with these specifications and containing informations non coherent with PubID datas.