Advertising Digital Identification (Ad-ID)
URN Namespace Definition
draft-adid-urn-03.txt

Abstract
Advertising Digital Identification (Ad-ID) Identifiers are used identifying Advertising Assets across all media platforms. This document defines the formal Uniform Resource Name (URN) Namespace Identifier (NID) "adid" for Ad-ID Identifiers.

Status of this Memo
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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 (over the air, on-line, over the top, mobile, place based). Ad-ID Identifiers are unique codes for each creative advertising asset. Those unique codes are applied to all media.

Ad-ID Identifiers are an eleven character ASCII string except for High Definition (HD) or Three-Dimensional (3D) codes, which have an H or D in the 12th character.

Ad-ID also provides descriptive metadata about the advertisement. The metadata includes the advertiser, brand, product, commercial title, product categorization, and other essential data about the advertisement. The metadata can be retrieved by using the unique code.

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

2. 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.
   H - High Definition
   D - Three-Dimensional
The URN representation URN-ADID of an Ad-ID Identifier conforms to the syntax (expressed using ABNF (as specified in [RFC5234])):

```
URN-ADID = "urn:adid:" full-adid-identifier
full-adid-identifier =
  full-adid-prefix full-adid-code [full-adid-suffix]
full-adid-prefix = (ALPHA / %x31-39) 3*alphanum
full-adid-code = 7*alphanum
full-adid-suffix = "H" / "D"
alphanum = ALPHA / DIGIT
```

Examples:

- Standard Definition: urn:adid:ABCD0001000
- High Definition: urn:adid:ABCD0001000H

Relevant ancillary documentation:


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.

By reference this URN namespace inherits those rules

Process of identifier assignment:
Ad-IDs are generated by Ad-ID’s proprietary registration procedures.

Process for identifier resolution:

Ad-ID URNs are resolved via URN resolvers run under Ad-ID’s responsibility.

Rules for Lexical Equivalence:

Lexical equivalence of URN-ADID is defined by case-insensitive string match.

Conformance with URN Syntax:

As specified above, the syntax of URN-ADID is a subset of the URN syntax specified in [RFC2141].

Validation mechanism:

The validity of an URN-ADID can be checked using Ad-ID’s web services. For more information on Ad-ID’s web services, please refer to the following links:

http://www.ad-id.org/user-support/faqs/faq-category/web-services
http://www.ad-id.org/ad-id-web-services-api-guide

Scope:

Ad-ID Identifiers are centrally registered, globally unique identifiers of advertising assets, used worldwide.

3. Namespace Considerations

Ad-ID Identifiers are intended for use in Internet applications, where URNs are routinely used to identify audiovisual resources. There is no direct mapping from Ad-ID Identifiers to existing URN namespaces.
4. Community Considerations

The primary registrants of Ad-ID Identifiers are advertisers and agencies. Ad-ID Identifiers can be used by anyone to unambiguously identify advertising assets and retrieve underlying metadata. The 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.

5. 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 in [RFC3406] when using an Ad-ID Identifier as a criterion for accessing restricted resources can result in granting unauthorized access.

6. 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.

7. References

7.1. Normative References


7.2. Informative References

[Ad-ID-INTRO]
Ad-ID Identifiers are an eleven character ASCII string 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.

For example, a video with a standard format and high definition format would have a single code for each format.
  Standard: ABCD1234000
  High Definition: ABCD1234000H

More information: http://www.ad-id.org/how-it-works/ad-id-structure


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