

go addressable

Guidelines

for addressable advertising

June 2022

Go Addressable has identified a set of common industry guidelines for addressable advertising in the areas of addressable types, creative format, creative length, and more to facilitate and accelerate addressable advertising's scale, enablement and adoption.

By making these industry guidelines easily available, all advertisers can be comfortable with the medium, knowing that these guidelines are supported by many of the distributors operating in the space.

1. Addressable Types

Challenge

There were many variants of names used for the addressable products, primarily names created by technology vendors to describe the underlying capabilities. These names were inconsistent and not buyer friendly.

Solution

Go Addressable has identified two naming conventions that are consistent with how buyers deliver addressable campaigns:

- **Audience Addressable** – the ability to dynamically deliver various advertisers' advertisements targeted to different audiences in different homes all watching the same network at the same time.
- **Creative Versioning** – the ability to deliver different creative messages to different audiences (households) within the same spot for a single advertiser.

2. Creative Format

Challenge

Each distributor and programmer offered slightly different creative guidelines that buyers or vendors needed to comply with.

Solution

Go Addressable identified that a creative format meeting the criteria below can now be deployed and used by all programmers and distributors, removing friction, costs and timing from the process. The guidelines are as follows:

- **Stream Type:** MPEG-2
- **Audio Type:** MPEG1 Layer 2
- **Frame Rate:** 1080i
- **Width/ height:** 1920 x 1080

3. Consistent Creative Length

Challenge

Marketers use different creative lengths (15s, 30s, 60s) for different reasons but there are technical considerations in addressable when dynamically decisioning on varying creative lengths.

Solution

Go Addressable members each support a standard **:30 second creative length** for addressable advertising, with the goal of simplifying the implementation of addressable campaigns.

4. Ability to Cap & Edit

Challenge

Buyers want to be confident that their ads have an opportunity to be seen by potential customers.

Solution

Distributors each have an established process to ensure that ads delivered addressably have an opportunity to be seen and are not being inserted or counted when the TV is off or when/if viewers are no longer watching.

5. Preferred Vendors

Challenge

There was a lack of consistency in the use of vendors for both Data Matching and Attribution.

Solution

Go Addressable has identified the following vendors for data matching and attribution. There are other vendors that could be used but as of today we have confirmed that these vendors are approved by all Go Addressable participants.

Note: Additional vendors, pending certification, may be added in the future.

- **Data Match Vendors** – Go Addressable has identified three vendors for onboarding audience segments from buyers that work across operators: LiveRamp, Experian, Epsilon.
- **Attribution Vendors** – Go Addressable has also identified three companies that currently provide attribution studies for buyers across operators: LiveRamp, Experian, Neustar.

6. Campaign Execution Timeline

Challenge

There were varying guidelines and practices for addressable campaign execution across providers.

Solution

Go Addressable has established a timeline for launching and/or reporting on a campaign to provide consistency to buyers and programmers when planning and activating campaigns within a specified timeline. The process spans the early planning stages all the way to campaign activation and attribution.

