

# What is an AdID/ISCI?

AdID (advertisement Identification) is a unique identification code associated to every single television commercial. This code is composed of a series of letters and numbers, and is given by the client / producer / agency. The AdID does not correspond to the spot title but the spot title can appear in the AdID. It is absolutely necessary that every commercial we receive also has an AdID. If your production house already uses a unique code to keep track of internal productions, you may use this code in the creation of your AdID.

At Radio-Canada, **we accept an AdID with a maximum of 30 characters.**

## AdID (Example 1) :

Client Name: Bloc Shop Spot title: It's Climb Time! Spot length: 30 seconds Start date: April 2019 Language: Français	<p style="text-align: center;"><b>BS-1904-CLIMBTIME-30F</b></p> <p>Annotations:</p> <ul style="list-style-type: none"> <li>BS: Abbreviated client name</li> <li>1904: Year and month in numeral format</li> <li>CLIMBTIME: a keyword from your spot title</li> <li>30: length of commercial in seconds</li> <li>F: letter to identify the language of the commercial</li> </ul>
The suggested <b>file name</b> is:	BlocShop-BS1904CLIBTIME30F.mxf

## AdID (Example 2) :

Client Name: Fondation des artistes Spot title: Promo Lumière 2019 Spot length: 30 seconds Start date: 2019 Language: Français  This is a <b>Technical Revision</b>	<p style="text-align: center;"><b>FDA-032-19T-30FRT</b></p> <p>Annotations:</p> <ul style="list-style-type: none"> <li>FDA: Abbreviated client name</li> <li>032: Serial number (your choice)</li> <li>19: year + "T" for television</li> <li>30: Commercial length (30s)</li> <li>F: spot language: "F" for French</li> <li>RT: "RT" to indicate a technical revision</li> </ul>
The suggested <b>file name</b> is:	FondationArtistes-Lumiere-FDA03219T30FRT.mxf

## Other examples of AdIDs:

ED3-015-2019-30F	GOO-0229-T15F
MOP-19T15F-001	PM-2459-NOEL-30F
HYEL-095-9H30F	UPSP19303CAFH
IMSP-1905-003-15FRT	CC-29819-T15F
DCA0979T30RT2	BM-230-0519-MIX1-A-30F-TV