

## MEMBER BULLETIN



NO.: 10-11

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### STANDARDIZED COMMERCIAL CODE

Code example:

CCBB-0000T30E

**CC** = the client code in 2 characters  
**BB** = the brand code in 2 characters  
**000** = the commercial number, starting with 001 allowing for 999 spots in one calendar year  
**0** = the year, being 2010  
**T** = **T** for television, **C** for Television combo, **H** for High Definition, **B** for Billboard, **R** for radio and **I** is for internet. Note; if not High Def and is standard, it remains a T  
**30** = Length of spot, 120 seconds, then use 2M (for 2 minutes)  
**E** = English, **F** for French (for complete list, see below)

Combo example:

CC 1 <sup>st</sup> commercial	AA 2 <sup>nd</sup> commercial
BB	DD

CABD are the first 4 characters of the new combo code, the first letters of the client and brand code for both commercials.

CBC and Telecaster agreed that for Combos that as long as both commercials have already been approved that a new approval number would be given priority for turn around. The same principal for a new code would apply for revisions and Technical Revisions.

Background:

The ICA Traffic Committee with Agency, Station and TVB representation have developed a standardized code format for commercials. The purpose is to create a consistency of the commercial code, from slate, to dubbing, to billing, in order to reduce errors. Committee members have piloted the code and proceeded to full implementation. Usage of the code is voluntary and those agencies not yet using the code are encouraged to start from this point moving forward.

The following is an explanation for the need of a standard commercial code:

1. Consistent code from booking, to dubbing to billing:

**BENEFIT:** decrease discrepancies with electronic billing where there are a restricted number of characters permitted in the commercial code field and shortened versions don't match.

2. It is critical for billing purposes that the information in the first 8 characters includes the client, brand and commercial code.

**BENEFIT:** stations will have invoice matching both electronic and paper and will be more efficient for reconciliation.

3. A standard code format would ensure there aren't multiple codes for one spot.

**BENEFIT:** Reduce room for error of running the wrong spot.

4. Combos are bought as a :30 and sent to stations as a split :30 (combo). Currently both ID codes are needed and given a space restriction of 12 characters. Therefore, the codes are being abbreviated.

**SOLUTION:** TVB and CBC will issue a new approval number that represents the 2 x :15 as a unit. The commercials do not need to be resubmitted, just sent in electronically with the 2 existing approval codes. TVB/CBC will give this priority since it is just a new number required and no approvals. Agencies in turn will give the combo a new number. This will apply for revisions and TRs.

5. Currently, the order of the information in a commercial code varies by agency.

**BENEFIT:** Industry will be able to read and understand a uniform code without misinterpretation which means for example, master control will be able to identify client and brand information at a glance. All the departments that rely on the ID code will benefit from station/agency traffic, accounting, billing, Telecaster and dubbing houses.

### **ICA Traffic Committee Members:**

Committee Chairs: Edith Boyland, Leo Burnett and Donna Nadeau, Cossette

Committee Member Agencies: Allard Johnson, Bensimon Byrne, BBDO, Cossette, Doner, Leo Burnett, JWT, Mediacom, OBS, PHD, Taxi, Wasserman, ZenithOptimedia

Industry Representation: ASC, CBC, TVB, Rogers, CTV, Sportsnet, Global

**For further information, please contact**

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## Letter Codes for Commercial Languages

A Arabic  
B Farsi/Iranian /Persian  
C Cantonese  
D Macedonian  
E English  
F French  
G Greek  
H Hindi  
I Italian  
J Punjab  
K Polish  
L Somalian  
M Mandarin  
N Korean  
O OTHER (all other smaller languages)  
P Portuguese  
Q Urdu  
R Russian  
S Spanish  
T Amharic/Ethiopian  
U Ukrainian  
V Vietnamese  
W German  
X Afghan  
Y Hungarian  
Z Czech