

# Test of TV ad coding system successful

The possibility of the national ad coding system is one step closer, following Media Span's announcement that the testing of the TV ad coding system has been successful and paves the way for the launch of the first phase, which will focus on television.

The system will be rolled out across all broadcast media starting with television followed by radio and other digital platforms. This system will take South African ad coding into the new digital era and potentially save advertisers and marketers millions.

## Benefits

Users of audience and advertising spend research data will also reap the benefit of more accurate data, which is often used in business decisions such as brand investment and strategy.

Currently there is no standardised coding system and this often leads to code duplication and clashing brand codes, which then result in incorrect ad flighting, costing the industry thousands in wasted airtime.

Tracking these errors can involve Nielsen, ad agencies, media agencies, production companies and broadcasters, resulting in labour wastage. A standardised coding procedure will flag potential problems allowing them to be rectified before flighting.

## Included bonus

Television keeps growing and, with roughly 17,000 new flighting codes issued per annum, the cost of potential error is enormous, making this system an invaluable insurance policy for marketers and advertisers. As a bonus there is five years of historic flighting data loaded on the system.

The new coding system is developed with all the major industry bodies; SABC, DSTV, ETV, SAARF, Nielsen, AMF, NAB; in full support of the programme.

Visit the test site at [Circdata.net/AdCode](https://Circdata.net/AdCode) to register or contact Media Span directly on [amanda@mediaspan.co.za](mailto:amanda@mediaspan.co.za).