

DOOH GLOSSARY

The Digital Out-of-Home (DOOH) industry has grown significantly over the past few years and has now evolved to a point where advertising is increasingly bought programmatically. This glossary marks the first time that the industry has come together to agree on a set of shared terms across multiple areas, including measurement, programmatic and targeting.

The aim for this glossary is to make DOOH more accessible to advertisers, while also improving transparency and sustainability for this burgeoning sector. This edition of the glossary was adapted from an original version introduced to IAB Hong Kong by VIOOH and was first developed in the UK by the IAB DOOH Group, with validation from Outsmart, the OOH industry organization. The goal is to drive adoption globally and use this as a base to develop a set of cross-industry standards.

The glossary has been developed by the Programmatic Committee of IAB HK.

IAB Hong Kong Programmatic Committee

This committee focuses on evaluating the value and potential of Programmatic Advertising. This includes evaluation of the programmatic advertising ecosystem and terminology, disclosure principles, ad performance evaluation, opportunities/obstacles by platform, scalable/custom solutions, consumer perceptions, messaging and more.

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About the IAB Hong Kong

Interactive Advertising Bureau Limited (IAB Hong Kong) empowers the media and advertising industries in Hong Kong, to make the most out of digital. It is comprised of almost 100 leading media, agencies and technology companies that are responsible for selling, delivering, and optimizing digital campaigns. Working with its member companies, IAB Hong Kong evaluates and recommends the industry standards, the best practices and fields critical research on interactive advertising.



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CREATIVE

Ad server	An ad server is a web server dedicated to the delivery of advertisements. This specialization enables the tracking and management of advertising related metrics.
Ad spot length	Amount of time representing the segment of the loop containing ad content.
Companion ad	A Companion Ad will run adjacent to an ad unit and/or programmed content.
Media unit	A unit defined by the DOOH network, used to describe the physical device on which a DOOH ad unit will play. Most often for digital place-based networks, a media unit is a single screen, however in locations where multiple screens are combined to portray content that is larger than one screen, the entirety of the group of screens may be referred to as a single media unit.
Primary ad unit	Refers to the dominant area of advertising displayed on the screen. The Primary Ad unit should be described as either Full screen or Partial screen.
Street furniture	Advertising displays, many that provide a public amenity, positioned at close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic.
Visual units	A collection of frames that are in sync; one ad will play on all the connected frames at the same time.

MEASUREMENT



Accelerometer An electronic device that helps us to understand movement by measuring vibrations (relative accelerations). The vibration of a car is very different to that of a train or a bus. It has many applications, including the study of live volcanoes.

Audience impression A unit of measure that includes the total number of people with an opportunity to see (aka traffic), notice, and dwell time, calibrated to the media's spot length. It can also be explained as the total number of times people passing a digital out-of-home display are likely to notice a message. This concept is sometimes referred to as "Visibility Adjusted Contact", or "VAC".

Cone of vision The field of view for an individual. Also known as the area of sight. It extends from the subject as a 120° cone.

Conversion window Number of days after exposure where a vendor will attribute visits to a campaign. This can vary by business and category.

Cost per lift store visit The advertising price per exposed user visiting the store that can be attributed to the advertising campaign. This can be found by taking Ad Spend divided by Lift Store Visits.

Delivered play The number of times a creative (with a defined spot length) plays fully

Dwell time The length of time an individual is in a Screen Exposure Zone which is a location from which the screen is visible and, if appropriate, audible. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1)

Exposed – store conversion rate Rate at which exposed audience visited the store per impression served.

Exposure Presence in the defined Screen Exposure Zone while content is deemed to be viewable, though this does not require that the content be viewed or listened to. Exposure is also often referred to as Opportunity-to-See. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1)

Eye tracking Intelligent camera sensor technology that detects the viewing of a screen by a person; reflective light is used to determine when the person's eyes turn in the direction of the screen.

Foot traffic attribution The measurement of an advertising campaign's influence on physical visitation to a specified location. This enables advertisers to understand the drivers of in-store visitation.

GPS Global Positioning System. The satellite navigation system that provides precise location information for electronic devices, such as military missile guidance systems.

MEASUREMENT



Gross rating point (GRP) A term used to measure the size of an audience reached by a specific media vehicle or schedule. In the DOOH landscape, GRP means the total number of impressions delivered, expressed as a percentage of a market population. One rating point represents impressions equal to 1% of the market population. In the calculation of GRPs, total impressions must first be reduced to the in-market impressions of individuals who live in the defined market and are part of that market's population base. A frequently referenced term with GRPs is Target Rating Points (TRPs), which is the sum of the ratings generated by a segment may be called Target Audience GRPs or more simply TRPs Acronym: GRP.)

Impression In DOOH terms it is a measurement of response from an ad server to a Media Unit request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the Media Unit by the user, also called a view.

Lift store visits Portion of Store Visits by exposed audience attributed to lift (incremental visits above baseline visits).

Likelihood to see (LTS) Measure of audiences is a net estimation, incorporating eye-tracking studies to give a more realistic likelihood-to-see factor, rather than the opportunity to see (OTS) used by other media. See EYE TRACKING.

Maximum visibility distance Derived from eye-tracking experiments; Route has defined the distance from which posters can be seen. This varies and is dependent on the dimension of the frame. A larger frame will have a longer visibility distance.

Message duration The interval of time when a DOOH message is viewable.

Notice The percentage of respondents who claimed to have noticed a screen.

Offset In relation to 'straight ahead' the OFFSET is the angle away from this path at which the poster is located. The OFFSET is an important factor in calculating the visibility of the frame.

Opportunity to see (OTS) A basic measure of media exposure. OTS estimates are measures of media exposure (e.g., magazine readership or the TV program exposures) and not the advertising. In OOH - Likelihood to see is used and incorporate eye-tracking data for a more realistic assessment of media exposure.

Play A play in DOOH differs from an impression in online, as it has a defined length, start and end time.

Proof of play Proof of play reporting is the logging of playout data on media owner players, each time a piece of content is played. The player logs an occurrence, stores it and then it can be provided to advertisers for analysis.

Served impression An ad that was reported to have begun to render at the screen. Note that in the vast majority of DOOH experiences, all ads (when served) are fully viewable for the entirety of the play. In the digital media world, this term is commonly known as a "play".

Served plays The number of times a creative (with a defined spot length) has started playing (May not play fully).

MEASUREMENT



- Store conversion rate** Rate at which exposed consumers visited the store per impression served.
- Store visits** Total number of store visits attributed to the campaign, based on store visitation behavior observed and the total number of impressions for the campaign.
- Unexposed – store conversion rate** The rate at which unexposed members of the audience visited the store.
- Unique traffic** The unduplicated audience that has an opportunity to see any message during a reporting period.
- Viewable impression** In online/digital media, a served ad impression can be only be classified as a “viewable impression” if the ad meets all of the following criteria: it was contained in the viewable space of the browser window, it is in an in-focus browser tab, and it meets pre-established minimum percent of ad pixels within the viewable space and the length of time the ad is in the viewable space of the browser. It is recognized that an “opportunity to see” the ad exists with a viewable ad impression, which may or may not be the case with a served ad impression. (*Source: MRC Viewable Ad Impression Measurement Guidelines Ver. 2.0*).

PROGRAMMATIC



Bid rates

Bid Rate is a Programmatic Auction metric that shows how many Bids are occurring in the Auction. This is usually determined by one's bid price and the frequency cap. The advertiser will only pay for impressions that are won

Bid request

A bid request is a function that is triggered when a user visits a digital space with ad units on it. It then requests an ad so that it can be displayed in the ad units for users.

Bid response

The response that gets sent by the DSP inside RTB system to address the Bid Request that was sent by SSP, Ad Network or Ad Exchange. The bid request normally comprises information about the amount of bid, an ID of the creative (banner or video), and ID of the participant that made a bid on the auction

Content distribution server

A server or computer used to store content for distribution to digital signage.

Content management software/system (CMS)

An application used to create, schedule, manage and modify digital content. Digital signage software used to manage and schedule is an example of a content management system.

Demand side platform (DSP)

A technology platform that provides centralized and aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of these sources. DSPs allow advertisers to buy impressions across a range of publisher sites but targeted to specific users based on information including location and previous browsing behavior. Publishers make ad impressions available through marketplaces called ad exchanges and DSPs automatically decide which impressions make the most sense for an advertiser to buy. Price is often determined by a real-time auction through a process known as real time bidding.

Frequency capping

A limit/cap on how many times a specific user is shown a particular advertisement within a given time period.

Impression multiplier

The multiplier is an OOH specific metric which informs the buyer exactly how many impressions are delivered in a single ad play. Each impression equates to one viewer. One bid request will now account for one ad play, therefore the multiplier will highlight how many impressions are included per bid request.

PROGRAMMATIC



Open auction

A way to buy/sell programmatic advertising. It is the least-restrictive type of ad auction, with a media owner/publisher generally allowing any and all buyers to participate in accessing the ad inventory through this tactic. Usually there is no direct relationship with the buyer. Media owners may choose to use blocklists and floor pricing to prevent certain advertisers from gaining access. On the advertiser side, they are often unaware of what media owner network they are buying on. DSPs usually present a list of exchanges/SSPs to the buyer that they automatically opt into. Buyers may not know or care that they are buying a specific network's inventory. Because of this, publishers can participate in the open auction on a blind basis.

Private marketplace

A way to buy/sell programmatic advertising. This auction type is very similar to an open auction, except a publisher restricts participation to select buyers/advertisers. A publisher may choose to not participate in an open auction and only run an invitation-only auction. It is important to note that an invitation-only auction is still an auction and buyers will be expected to bid on inventory. A publisher may choose to expose different information such as transparency or data, through the use of deal IDs or line items to add value to this select group of buyers while using this tactic.

Real time bidding (RTB)

A way of transacting media that allows an individual ad impression to be put up for bid in real time. This is done through a programmatic on-the-spot auction, which is similar to how financial markets operate. RTB allows for addressable advertising; the ability to serve ads to consumers directly based on their demographic, psychographic, or behavioral attributes.

Deal ID

Also known as a deal identifier, is the unique number assigned to an automated ad buy.

OpenRTB

The IAB standard for RTB now used by most DSPs

Seat ID

A unique identifier used to offer inventory to specific buyers on a DSP platform

TARGETING



Audience composition Attributes of the audience of a given campaign or set of campaigns. Very often based on demographic (e.g. 56% male/44% female) or geographic attributes.

Audience reach % Percentage of an addressable target audience reached by a given campaign.

Behavioral profiles Profile based on past-observed behavior, typically within 30-90 days of recency. Behavioral profiles may or may not refer to a profile about unique users.

Behavioral segments Segmenting audiences that are defined by previous behaviors, frequently their recent online behavior, or offline purchases and visitation. For example, an auto advertiser may seek to reach anyone who's visited an auto review site in the last 30 days.

Daypart A partial segment of a medium's overall operating hours, during which programming and/or advertising is customized to appeal to a particular demographic or target audience.

Demo targeting Targeting audiences that are defined by demographic attributes i.e. age, gender, household income, presence of children.

Environment Shorthand for the specific type of location where advertising frames are placed. For example, RAIL indicates displays in rail stations and on trains, and RETAIL includes frames inside retail centres and pedestrian areas, among others.

Geographic targeting Targeting audiences defined by their location in the real-world. Location attributes can vary from granular attributes such as mobile/GPS-enabled latitude/longitude data to broader attributes such as DMA or state/province. In technical specifications, targets may simply be referred to as "geo", "user", "audience" without spelling out the full term.

Look-alike targeting Targeting audiences that have some number of attributes in common with an audience of interest. For example, an advertiser may target "look-alikes" of past purchasers, i.e. folks who share demographic or behavioral characteristics of past purchasers but have not themselves made a purchase.

Psychographic targeting Targeting audiences defined by personality, interests, attitudes or mindsets, e.g. Financial Optimists, Environmentally-Conscious Consumers. Often driven from offline surveys and stated preferences.

Retargeting Targeting audiences that are defined by having recently shown interest in said advertiser, interest most often being defined as visiting the advertiser's web site.

Segmentation Dividing a broad group of consumers or businesses into subgroups (known as segments) based on shared demographic/psychographic/behavioral attributes. Segmentation is often used to create target audiences (comprised of one or more segments) or to customize an offer or message for specific segments.

TARGETING



Shopping centre exterior

Open-air shopping spaces, such as town centre pedestrianized streets or walkways around malls.

Shopping centre interior

Malls, or other types of interior shopping spaces, inside buildings.

Supermarket exterior

Inventory located in exterior spaces around supermarkets, typically in car parks.

Target

Any audience reflecting the most desired consumer prospects for a product or service, defined by age, sex, race, ethnicity or income; or their combinations for any geographic definition. Expanded targets include purchasing, behavioral, and audience segmentations.

Target audience

A specific group that an advertiser seeks to reach with its campaign. Target audience is defined by a certain attribute or set of attributes (e.g. Women aged 18-24, Sports Car Lovers, Shoppers In-market for a New Sedan).

Universe

A geographic universe or coverage definition stated on the basis of population amounts is required for Digital Place-Based / Out-of-Home Networks subject to measurement. These may be customized (or limited) based on the specific attributes of the network and the associated Venue Traffic. In some cases, a customized universe can be stated or a general population estimate (e.g., US Census estimates) for media comparability purposes. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1, w/o the "Out-of-Home" reference in the first section).

Venue

The place and location of the advertising network and screens. Examples include supermarkets, office buildings, gas stations, and other places where consumers can be found. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1)



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