



**DIGITAL OUT OF HOME
TASKFORCE**

**DIGITAL OUT OF HOME
GLOSSARY OF TERMS**

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Introduction

Investment in digital out of home advertising has exploded in Australia, with digital formats now representing over half of all out of home (OOH) ad spend in Australia up from less than 20% five years ago. As the industry expands we see both the development of new terminology as well as different parts of the industry needing to be educated in this space. As automated and programmatic buying increases there is a need for digital specialists to get up to speed on OOH terminology and the OOH specialists to understand digital terms.

This glossary is a first step in trying to standardise a common language for the DOOH industry to help aid understanding, over the coming months a DOOH working group formed by the IAB will roll out a number of education pieces in regards to DOOH processes and opportunities.



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Information



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ABOUT THE IAB DIGITAL OUT OF HOME TASKFORCE

The IAB Australia Digital Out of Home Taskforce comprises the following 13 IAB member companies:



The term “play” is linked to the serving and delivery of DOOH ads, this term would be most closely associated with “impression” for other forms of digital advertising.

Play Event

An ad that was reported to have been played to the screen. Note that in the vast majority of DOOH experiences, all ads (when served) are fully viewable for the entirety of the play. This type of event is not considered an impression, for an ‘impression’ to occur, there needs to be an audience and an opportunity to see (OTS).

Viewable Ad Play

A Play Event that results in the message being displayed on a ‘Screen’, or ‘Frame’ in the real world. Note: In the Digital Out of Home (DOOH) landscape where there are no individual “browsers” per se, a served ad play can be classified a “viewable play” if the ad meets all of the following criteria: it was contained in the viewable space of the screen, it is in an ad unit that is either Full screen or Partial screen 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 screen.

Visibility Adjusted Contact (VAC)

A unit of measure that includes the total number of people with an opportunity to see (aka traffic), and accounts for dwell time, size of the out-of-home display, and environmental clutter, 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 (LTS or ‘likelihood-to-see’). This concept is sometimes referred to as “Visibility Adjusted Impact”, or “VAI” or in the US is often referred to as Audience Impression.

Common Terms

Ad unit orientation

Should be referred to as either Landscape or Portrait. Companion Ad unit orientation should also be referred to as either Companion Landscape or Companion Portrait

Audience Composition

The demographic, socioeconomic, or behavioral profile of the network's audience that is inclusive of the percentage of the total audience falling in each segment.

Audience Impression

Audience Impressions are calculated by taking the won impression and multiplying it by the impression multiplier passed by the exchange. This allows advertisers to understand the potential number of viewers of our OOH campaign and not just the number of times the ad was shown.

Coverage

The geographic area covered by network installations or can sometimes refer to reach % of a particular audience.

Cost per Minute

Calculation of operating hours and SOV to present cost (price) to deliver one advertiser one minute of screen time.

Cost per Play

The cost (price) to deliver an ad play on a screen. Variations in the advertising play length will exist. Cost per Thousand (CPM) - the cost (price) to deliver 1000 impressions or contacts

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)

Environment

The place and location of the advertising network and screens. Examples include supermarkets, shopping centres, office buildings and other places where consumers can be found.

Frequency

The number of times the target audience is typically exposed to content, advertising, or a specific ad, in the defined time frame. Frequency represents the average exposure when used in conjunction with cumulative reach estimates.

Impression Multiplier

The impression multiplier is greater than zero (but can be less than one) value passed on through the bid request by an exchange to signify the Audience Impression count - or potential number of viewers - for that particular opportunity or request. Impression

multipliers are measured in a few different ways by vendors

Media Unit

A unit defined by the DOOH network, used to describe the physical device on which a DOOH ad unit will play. Common media unit type references in Australia include panels, site or faces. 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.

Notice

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

Play Length

The interval of time when a DOOH message is viewable. Also as message duration in other markets.

Reach

The net (unduplicated) count or percent of the defined universe of the target audience exposed to content, advertising campaign, or a specific ad within a defined time frame.

Rotations / Faces

A rotation or interval of when a DOOH message is viewable. Most DOOH displays will have multiple advertisers in a rotation.

Screen

A device or medium designed to deliver Digital Place-Based, Digital Out-of-Home, and/or Advertising content whether it be video, audio, or both.

Target Audience

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.

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.

Audience 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

A term that provides a count of the total number of people who were Likely to be exposed to the message.

Behavioral Profiles

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

Behavioural Segments

Segmenting audiences that are defined by previous behaviours, frequently their recent online behaviour, 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.

Buyer-graphic

Profile based on past purchase behavior, such as: What items? When? How much was spent?

Census Demographics

The Australian Bureau of Statistics (ABS) population statistics.

Consumer Spending Data

Data on consumer spending.

Demo Targeting

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

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 as post code 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. people 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 website or store location.

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.

Share of Voice

Amount of ad display time received out of the total display time of call advertisers and content displayed. Usually calculated over a 24 hour period or operating hours, whichever is shorter.

Operating Hours

The period of time each day the sign location is displaying advertising and content.

Content

Non advertising material displayed on a screen.

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).

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