



GLOSSARY

This glossary is a collaborative effort between all members of the IAB MENA DOOH task force to define a set of terms that cover the entire DOOH ecosystem. It is worth noting that globally some terms are not unified, especially around ad serving and measurement. As a consequence, in this document there might exist multiple definitions for a single term.

The terms in the glossary are grouped into four main sections based on their usage. Terms used solely by Ipsos are marked with *. The terms used solely by Streach are marked with **.

AD SERVING

Ad campaign	A series of ad units delivered for an advertiser during a defined period of time.
Ad copy	Ad copies represent individual media files that are imported into the system and stored in the server. A standard ad copy is often a basic image or video file. After importing the content files, players can download and display them on digital screens.
Ad player	Any device (hardware or software) that distributes video and audio content to a display.
Ad rotation length	The number of seconds required to play all of the ads in a rotation or loop. Also known as loop duration.
Ad segment	The portion of the loop – or some other defined period of time – containing advertising content.
Ad server	An ad server is a web server dedicated to the delivery of advertisements. This specialisation enables the tracking and management of advertising related metrics.
Ad serving	The online delivery of an advertisement to a display. This is typically done through an ad server and allows an advertiser to track and measure the performance of an ad.
Ad unit	An asset (also referred to as a frame or spot) designed to deliver a message intended for an advertiser’s existing or prospective customer base. Ad units are designed to conform to the media in which they will be delivered.
Ad unit length	Unit of time representing the segment of the loop containing ad content.
Ad unit orientation	The proportions of an OOH frame – referred to as either landscape or portrait.

Advertising spot	A unit interval (10-second, 15-second, 20-second, 30-second, etc.) containing a commercial message supplied by an advertiser for insertion in the transmissions of a digital signage network.
Animated GIF	A type of image that combines multiple static images and displays them in order, which gives the appearance of movement.
Aspect ratio	The dimensions of a display screen’s image expressed as a ratio of the horizontal width to the vertical height.
Campaign delivery	The audience delivered by an OOH advertising campaign.
Circuit	A circuit or network is two or more OOH/DOOH faces that are usually bundled to display one campaign.
Content	Editorial material displayed alongside OOH advertisements.
Content distribution server	A server or computer used to store content for distribution to digital signage.
Copy	The advertising displayed on an outdoor frame.
Copy area	The viewing area on an OOH frame.
Cost per Play (CPP)	The cost (price) to deliver an ad play on a screen.
Cycle	The interval of time when an outdoor advertising frame or campaign is run. Also referred to as display period.
Delivered play	The number of times a creative (with a defined spot length) plays fully.
Digital place-based media	Addressable OOH screens that change advertising content remotely, excluding roadside digital OOH media such as billboards and bus shelters. Digital place-based media includes a broad range of content, including static messages and full motion video with an audio track.

Display	See 'frame'.	Network	See 'circuit'.
Display period	The interval of time when an outdoor advertising frame or campaign is run.	OpenRTB	The IAB standard for Real Time Bidding (RTB) now used by most DSPs.
DOOH (Digital-out-of-home)	Any OOH display that can change its advertising content remotely – generally LCD or LED screens.	Operating hours	The period of time each day the frame location is displaying advertising and content to audiences.
Dynamic content	The process of creating and enabling responsive and editable creative messaging to deliver contextually relevant messages driven by the smart use of data across DOOH.	Out-of-home (OOH) media	All media formats specifically intended to reach consumers outside the home.
Dynamic OOH	An OOH frame that shows more than one ad message.	Panel	The surface area on an outdoor unit where advertising copy is displayed.
Events	Events are special campaigns that can be scheduled outside of the regular playback loop to appear at a predefined time.	Plant	A media company's entire outdoor advertising inventory.
Face	The surface area on an OOH unit where advertising copy is displayed. A structure may have more than one face.	Playback format	The final format in which the ad unit will be played across the network. Networks shall disclose the playback format.
Flight	The advertising campaign period for a particular advertising spot or spots, expressed in days or weeks. Also known as duration.	Player	Any device (hardware or software) that distributes video and audio content to a display.
Format	Refers to the type of OOH media. For example, bridge banner, unipole, digital screen, among others.	PoP	Acronym for 'Proof of Play' or 'Proof of Performance'. A reporting mechanism in which logs are used to show that an ad actually played back on a digital screen or network. Some advertisers now also demand 'proof of display' – verification that the ad was actually shown on the screens, as well as third-party audited play logs.
Frame	The surface area on an outdoor unit where advertising copy is displayed.	Position in sequence	The position of a specific ad play within a loop. The position in sequence indicates the specific periods in time where an ad will be displayed within a fixed loop.
Frames per second (FPS)	The speed at which still images (frames) in a video or animation are played in succession by an imaging device. Sometimes expressed as hertz (Hz).	Posting date	The date when an advertising billboard is set up or a digital LED screen display program is scheduled to commence.
Gap length	The time gap between spots of the same advertiser.	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.
Loop	Segments of content and advertising programmed to a specific length that repeats on standard intervals. For example, a 40-second loop of five ad positions of eight seconds each.		

Programmatic	A trading technique applying automation in the buying and selling of media, often using data to value the media bought.
Real time bidding (RTB)	An automated auction process in which multiple buyers can bid in real time for available digital ad inventory.
Resolution	Refers to the clarity and detail of an image relating to the number of lines (horizontal and vertical) of pixels.
Rotation	The process of moving the advertiser's message from one location to another at stated intervals to achieve a more balanced coverage of a market. Rotation sometimes also refers to the ad position in a loop.
Schedules	Schedules are the resources that tell campaigns which content to display and during which block of time to display it. A campaign can have multiple schedules that it will play through one by one every time their turn comes in the playlist.
Screen	A device or medium designed to deliver digital signage or DOOH advertising content, whether it be video, audio or both.
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'.
Share of time (SOT)	A percentage share of time on a digital display that has been used by an advertiser.
Share of voice (SOV)	A percentage share of a defined market that has been used in an advertising campaign.
Sign	Panel, frame, screen.
Spot	A piece of advertising creative content.

Spot length	The amount of time the advertiser has to play their creative.
Supply-side platform (SSP)	A piece of software used to sell advertising in an automated fashion (programmatic).
Synchronisation	The same content playing on multiple screens or frames at the exact same time.
Transit	Outdoor and indoor inventory affixed to moving vehicles or positioned at transport hubs.
Transit advertising	OOH advertising appearing on the exterior or interior of public transportation vehicles or stations.
Transition	The change from one message to another on a dynamic OOH frame. Transition between one ad play and another within a loop.
Vendor	Could refer to media owner or screen/digital technology manufacturer.

TARGETING

Advanced audience data	Advanced data (or audience data) is a data set used for the purposes of making ad decisions beyond what can be leveraged from age and gender. It may include the use of first-, second- and third-party audience data for buying and targeting.
Affinity	Measures the suitability of an advertising vehicle for a specific target group. The higher the affinity, the lower the scatter loss.
Affinity index	Reach within target group divided by reach in the underlying universe multiplied by 100 (the higher the index, the greater the affinity).
Audience	The number of individuals counted as having consumed media. Audiences can be segregated based on

	demographic or other characteristics for reporting purposes, as well as dayparts and/or week-parts.
Audience composition	The demographic, socioeconomic, or behavioural profile of the network's audience that is inclusive of the percentage of the total audience falling in each segment.
Audience demographics	Refers to the characteristics that define who the target audience is. Such items as age, gender, ethnicity, cultural background, religious or political affiliations, economic status, family background and group memberships may help define the demographic.
Audience reach %	Percentage of an addressable target audience reached by a given campaign.
Behavioural profiles	Profile based on past-observed behavior, typically within 30 to 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 behavior or offline purchases and visitation.
Data management platform (DMP)	A piece of software that collects, stores, manages data about users for the purposes of profiling, analysing and targeting an audience.
Day part	A set period of time or proportion of a day to define audience delivery.
Demographic audiences	Audience breakdowns based on various characteristics such as age, sex, income, education, etc.
Demographic targeting	A method of showing a specific piece of content (e.g. an advertisement) to a group of visitors based on their age, gender or household income.
Digital billboard	Billboards that can change advertising content using digital technology. Content is static with multiple advertising

message presented in rotation every few seconds.

Environment

The place and location of the advertising network and screens. For example, retail and metro, among others.

Geofencing

A technology that allows an advertiser to select a geographic point using latitude and longitude information and then to create a radius, or virtual 'fence' around that point to deliver a digital communication to a particular audience.

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 district/state.

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. those who share demographic or behavioural characteristics of past purchasers, but have not themselves made a purchase.

Media plan

A plan for an advertising campaign that specifies details of the selected media, advertising content, dates and delivery goals.

Media unit

A unit defined by a DOOH network that describes the physical space 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 that group of screens may be referred to as a single media unit.

Place-based

Located at a destination venue (indoors or outdoors) with associated dwell time. Place-based media audiences are typically pedestrians, or can be individuals located within a venue.

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 as having recently shown interest in, or having recently been exposed to, an ad.

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

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, behavioural, 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 to 24, sports car lovers, shoppers in-market for a new car).

Venue The place and location of the advertising network and displays.

MEASUREMENT

Ad audience The number of individuals estimated to be in the display audience while ad content is present and deemed viewable.

Ad exposure time * The length of time the audience spent viewing when ad content is present and deemed viewable.

Ad recall The estimated number of people likely to remember your

ads within days of being exposed.

Audience delivery The size of an audience that notices OOH advertising.

Audience impression * See visibility adjusted contacts (VAC)

Brand lift A measurement of an advertising campaign's effectiveness in driving a positive shift in customer awareness and perception of a brand.

Circulation A measurement of traffic volume in a market. Circulation only estimates the number of people with an opportunity to see an OOH display.

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.

Cost per point In print and broadcast media, cost of reaching one percent (one rating point) of the households of a targeted demographic segment or geographical area. Also called cost per gross rating point (CPGRP).

Cost per ratings point (CPRP) The cost of advertising exposure opportunities that equals one gross rating point (GRP).

Cost per thousand (CPM) The cost (price) to deliver 1,000 ad impressions on displays in a market.

Coverage The number of individuals delivered by an advertising campaign or network of frames.

Coverage area ** In Streach, the coverage area refers to the actual real-life geographic area in proximity to an OOH face or panel where the face is fully visible.

CPS (cost per screen) Refers to the total cost of advertising distributed over the network on a per screen/display basis. It is different than CPM but some advertisers prefer it.

Currency By creating a common measure of all formats equally,

and giving a specific value to each, media space may be planned, traded, evaluated and reported based on the currency.

Delivered impacts *	The number of times a creative has been viewed, as defined by routes impact scores.
Display exposure zone	See 'visibility area'.
Dwell time	The time spent by an audience member in the visibility area or the coverage area of an OOH frame. For DOOH, dwell time refers to the time spent in the visibility area or coverage area when a specific ad was being displayed. In Streach, dwell time refers only to the time spent by individuals within the coverage area while moving in a direction facing the OOH or DOOH frame. Can be also defined as the time to cross the coverage area.
Eccentricity	The angle of viewing between the audience and the face at a specific distance.
Exposed – store conversion rate	Rate at which exposed audience visited the store per impression served.
Exposure	Presence in the defined screen exposure zone or coverage area while content is deemed to be viewable, though this does not require that the content be viewed. Exposure is also often referred to as opportunity-to-see. In Streach, exposure is analogous to pass-by.
Eye tracking	A survey methodology that records the movement of the eye and its fixations in relation to what an individual is looking at. Eye tracking is usually used in LTS calculations for OOH.
Facing	The direction a frame is pointing – may be relative to audience flow or to true north (Azimuth).
Frequency	In an OOH context, frequency is the average number of times an individual notices/passes by an OOH advertising

message during a defined period of time.

Frequency distribution	Distribution showing the percentage of the target audience population who have been exposed to a schedule of faces at each level of frequency.
GPS	Global Positioning System. The satellite navigation system that provides precise location information for electronic devices such as smart phones.
Gross impressions *	The number of individuals over a period of time with presence in the defined exposure zone. May be also defined as OTS or ROTS.
Gross rating points (GRPs)	The total number of impacts delivered by an OOH schedule expressed as a percentage of total market population.
Impact *	One individual, seeing one advert, once. This is a mathematical rule applied in audience calculations. The definition of a route impact uses likelihood to see (LTS), not opportunity to see (OTS).
Impressions **	Defined in Streach as total opportunities to read. See OTR.
Likelihood to See (LTS)	An estimation of the probability of viewing an ad that is generally based on eye tracking or attention mapping studies. LTS is a qualitative metric that usually complements quantitative measurement metrics. The accuracy of LTS is highly dependent on the representativeness of the studied sample in relation to the local market.
Line of sight	The simultaneous viewing of more than one OOH unit.
Location traffic	Passers-bys or circulation.
Maximum visibility distance	The distance measured along the line of travel from the point where an advertising unit first becomes fully visible to the point where the copy is no longer deemed viewable.
Media market **	Defined in Streach as the population aged 15+ residing

	within a given city (in market), and visiting the city (out market). The media market corresponds to the total available OOH audience within a given city.		
Multi sensor tracker (MST)	Multi sensor tracking devices are used by route to monitor the movement of participants in a travel survey. These use a combination of GPS and other sensors to detect people's location and movements on a second-by-second basis. They are designed to work both above ground and below, even when there is no mobile signal available. These provide accurate positioning to one metre.	Play	A play in DOOH differs from an impression in online, as it has a defined length, start and end time.
Opportunity to read (OTR) **	Defined in Streach as the number of opportunities offered to a passer-by to see and read a fixed amount of data on an OOH face. OTR is uniquely calculated per OOH/ DOOH face, and takes into consideration all attributes relating to the OOH face and surrounding roads that impact to possibility to see and read.	Population	The total potential audience available to be measured – population can be segregated based on demographic or other characteristics for reporting.
Opportunity to see (OTS)	The number of individuals over a period of time with presence in the defined visibility area.	Reach	The net (unduplicated) count or percent of the OOH universe or of the defined target audience exposed to content, advertising, or a specific ad, in a screen within a defined time frame- campaign duration.
Orientation	The direction a frame is pointing, relative to true north (Azimuth).	Reach % **	Defined in Streach as the ratio of the total deduplicated count of individuals who passed-by an OOH face to the media market per city, for a specific campaign, over a defined duration. In DOOH, the total deduplicated count of individuals is derived from the synchronised passbys to a specific ad unit being measured.
Parallel	When a poster frame is parallel to a particular flow of traffic or pedestrian flow.	Reach and frequency	The estimated number of people exposed to an advertising campaign, and the average number of times they have been exposed to it, in a defined period.
Passbys **	Defined in Streach as an individual entering and exiting the coverage area of an OOH face. Repeated passbys over a campaign's duration account for frequency. In DOOH, Streach passbys are deterministically synchronised with the ad unit in play to calculate ad-level passbys.	Realistic opportunity to see (ROTS) *	The number of individuals in the defined visibility area or coverage area whilst the advertisement is displayed.
Passive	Describes research fieldwork that requires minimal input from the participant. At a practical level the data is simple to process and subject to fewer input errors than in active or survey-based methods.	Recall	Market research where respondents are asked to remember the advertising they have seen.
Performance	Evaluation of a campaign's achievements after the event.	Respondent	A respondent is a participant in a research study.
		Return on investment (ROI)	The value of increased sales or other measured outcomes over the cost of achieving those outcomes.
		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.

Streach universe **	Refers to Streach's normalised, geographically correlated, and always-on mobility dataset, that is used to measure OOH.	Visibility adjusted contacts (VAC) *	This is an Ipsos/Route term, and refers to the number of individuals in the defined visibility area, facing the advertising frame whilst the advertisement is displayed, adjusted for the probability that they have looked at that ad content.
Target rating point (TRP)	The total number of impacts delivered by an OOH schedule against a specified target audience group expressed as a percentage of the population of that target group. In Streach, TRP is defined as the ratio of the deduplicated count of individuals from a specific target audience exposed to a campaign, to the total count of individuals from the same target audience available within a city.	Visibility adjustment (VA) *	A ratio or the percentage of a frame's total OTS audience who are likely to notice an ad (VAC).
Traffic	Volumes of people moving, whether on foot or in vehicles.	Visibility area	The area from which an OOH frame can be viewed without defined obstruction.
Traffic count	The measured number of vehicles (including their occupancy rate) and/or pedestrians passing a given point.	Wastage	The proportion of an advertising campaign's expenditure or advertising weight which is not seen or heard by the specified target audience.
Traffic intensity model (TIM) *	A complex mathematical model that incorporates all findings about traffic, vehicular and pedestrian. The model ascribes volumes of people-flows to roads and pathways on a map.	Weighting	Statistical adjustments, conducted before data are analyzed, which adjust for respondents' unequal probabilities of selection in probability samples.
Travel mode	The mode of travel used by people when passing advertising units.	PROGRAMMATIC	
Unique traffic	The unduplicated audience that has an opportunity to see any message during a reporting period.	Automated Guaranteed	A programmatic ad transaction that most closely mirrors a traditional digital direct sale. The deal is negotiated directly between buyer and seller, the inventory and pricing are guaranteed.
Universe	The population count within a defined geography against which OOH or DOOH are measured. The universe may be customized based on specific attributes of the population, for example, residents aged 15+.	Bid Rate	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.
Venue traffic	The total number of individuals estimated to be present in the venue.	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.
Visibility	The area of research that, using eye-tracking methods, produces data on the probability that an advert is visible to the viewer.	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 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.

Deal ID

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

Demand side platform (DSP)

A technology platform that provides centralised 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.

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. In programmatic DOOH, one bid request accounts for one ad play, therefore the multiplier highlights how many impressions are included per bid request.

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.

Seat ID

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

