



OAA Glossary of Terms: Digital Out-of-Home Advertising

Quick-guide

Availability

The digital out of home inventory which is available for purchase within a specific time period and/or format.

Cost per thousand (CPT)

The cost to reach 1,000 of the chosen target audience. CPT is often used for cost comparison and evaluation across media formats and may be measured in terms of impacts, transactions or total number of audience (people) achieved.

Coverage

Geographic area or percentage of national audience that may be reached by the ad campaign. Sometimes coverage or reach may be defined within a specific audience demographic. Coverage is also sometimes referred to as 'reach'.

Dwell time

The amount of time a person is in a 'zone' within which they could be expected to view the advertising.

Frequency

The average number of times a person might be exposed to a single execution of an ad, within a specific campaign time period.

Gross audience (or gross footfall)

The total amount of people counted entering, leaving or passing a poster site (or sites) over a specified amount of time.

Impact

One person's exposure to a single incidence of an ad, also sometimes referred to as an impression.

In-charge

The 'in-charge date' is the date from which your digital out of home campaign will be displayed.

Loop length / Carousel length / Ad rotation

Each digital format runs a maximum loop length. The Loop is divided equally into pre-defined lengths of time (a.k.a. spots) e.g., five or ten seconds. The loop displays a series of ads and in some cases non-advertising content, which then run concurrently

Net audience

The number of people who are recorded as having 'eyes on' (actual contact with) the advertising during the campaign period, rather than just the opportunity to see it.

OTS (Opportunity to See)

The average number of times that an individual person has the potential to see advertising being played on a specific site, or network of sites.

Full Glossary A-Z

AR (Augmented Reality)

The inclusion of an additional layer of digital content across a real life digital scene.

Audience

The number and type (i.e. demographic profile) of people who have the opportunity to be exposed to a specific ad.

Audience measurement

Audience reach is often given as a 'gross' number across a specific campaign period. It indicates the total audience footfall past the ad displays across a campaign (so this includes multiple visits by individuals).

'Autostereoscopic' 3D screens and projections

Screens which are capable of displaying 3D video content in a manner which makes the image appear to float in front of or behind the main screen. Special 3D glasses are not needed to create this effect.

Availability

The digital out of home inventory which is available for purchase within a specific time period and/or format.

Awareness

Measurement of consumer recall, knowledge and understanding of a campaign message or image. Awareness is measured as a percentage, amongst those people who have had the potential to see the ad.

Banner Advertising

A banner ad is a strip of media space (often sponsorship) which is displayed along the bottom of a digital screen.

Bluetooth

Short-range wireless technology found in most mobile devices that can be integrated into digital and traditional outdoor advertising formats to deliver additional information or rich media content to consumers who are in the vicinity of the ad and have their Bluetooth switched on.

Booking Confirmation

A legal document which identifies the principals in the transaction and defines what each side will deliver. This will normally be a written confirmation, such as an email or purchase order, confirming that the client has booked the media space and commits to pay for it under the agreed terms.

Captive Audience

The group of consumers who are in a zone or confined space (such as a rail station or cinema foyer) within which they will have a high likelihood of being exposed to an ad.

Compliance

Reporting and inspection processes which are put in place by media owners and trade associations to prove that the media sites which have been booked are in existence, are working and are running the correct ad.

Cost per thousand (CPT)

The cost to reach 1,000 of the chosen target audience. CPT is often used for cost comparison and evaluation across media formats and may be measured in terms of impacts, transactions or total number of audience (people) achieved.

Coverage

Geographic area or percentage of national audience that may be reached by the ad campaign. Sometimes coverage or reach may be defined within a specific audience demographic. Coverage is also sometimes referred to as 'reach'.

Day part

Specific time segment within the day for the broadcast of advertising spots, during a given campaign period, scheduled to reach people with a relevant message at a key time of the day.

DB (Digital Billboard)

A large format (48 or 96 sheet style) LED poster, almost always positioned close to main roads. These are normally fixed images rather than animated.

DB+ (Digital Billboard Plus)

The same as a digital billboard but with the added benefit of being able to carry a full video or animation creative execution.

DB Special (Digital Billboard Special)

A large format or special build digital LED space which is larger than or a different shape to standard D6, 48 or 96 formats. DB Special sites may come with the added benefit of being able to carry full video or animated content.

Digital advertising networks (or 'networks')

A group of digital out of home screens offered by one media owner, in specific environments or venues, such as shopping malls, universities, transport hubs or health clubs. Networks can also be defined by audience reached.

Digital poster or sign

A digital out of home media display that has the ability to carry digital (video or animation) advertising.

Display resolution

This refers to the number of digital pixels that are displayed within the height and width of a screen or image dimension, i.e. 1024 (high) x 768 (wide).

DOOH (Digital Out-Of-Home)

Any out-of-home advertising that is digitally displayed rather than paper displayed.

Dwell time

The amount of time a person is in a 'zone' within which they could be expected to view the advertising. This is often expressed in seconds or minutes.

Eyes-on

This measurement indicates the probability of a person genuinely noticing a poster site and therefore the advertising on it.

File format

This term will often be found within the technical specifications from a media owner and refers to the type of digital file that can be used to submit campaign creative. Example formats that can be accepted for digital screens include: *.avi, *.mpeg and *.mov and *.swf

Frequency

The average number of times a person might be exposed to a single execution of an ad, within a specific campaign time period, at the correct time/s.

Gesture-based interaction

Control or trigger of an interactive display or projection by body motion, without the requirement for actual touch. Might also be referred to as 'interactive' projection'.

Gross audience (or gross footfall)

The total amount of people counted entering, leaving or passing a digital out of home site (or sites) over a specified amount of time, i.e. the gross audience who might be expected to see the campaign while it is live. This figure is normally given by total campaign rather than site-by-site.

HD (High Definition)

A screen that is capable of displaying a higher resolution image or video, than a standard screen. The content delivered to the screen also has to be in high definition for the display to be HD.

Image recognition

Where a webcam connected to a computer is used to identify images, objects or facial features in close proximity to a digital poster site. The recognition results are used to trigger the broadcast of relevant content on the connected display panel.

Impact

One person's exposure to a single incidence of an ad, also sometimes referred to as an impression.

In-charge

The 'in-charge date' is the date from which any outdoor campaign will be displayed.

Landscape

The poster format's aspect where the width is greater than the height, like a TV screen.

LCD (Liquid Crystal Display)

Thin, flat-panel screens made up of color pixels filled with liquid crystals. LCD displays are generally smaller but a higher quality than plasma screens. LCD screens are capable of displaying high quality images with acceptable brightness in environments where there is quite a high level of ambient light.

Lead-time

The minimum time (or deadline) before the campaign start date by when the media owner requires creative copy or digital files. During this time frame the media owner will test the copy and schedule it onto their screen network. Normally this is given in days.

LED (Light Emitting Diode)

LED screens are generally very large format, consisting of a series of tiny light bulbs. LED screens are the only technology currently capable of displaying high intensity images in daylight. Formats of LED screens do not always correspond to traditional outdoor format sizes.

LED Strip

LED format where the aspect is long and thin horizontally.

Loop length / Carousel length / Ad rotation

Each digital format runs a maximum loop length. The Loop is divided equally into pre-defined lengths of time (a.k.a. spots) e.g., five or ten seconds. The loop displays a series of ads and in some cases non-advertising content, which then run concurrently

Multi-touch display

A screen or projection with content that can be manipulated with hands or fingers by one or multiple users.

Narrowcast

The broadcast of an ad across a targeted (narrow) network of screens, to reach a very specific audience group defined by demographic or mind set, for example, screen in doctor's surgeries (as opposed to broadcast which reaches large numbers)

Net audience

The number of people who are recorded as having 'eyes on' (actual contact with) the advertising during the campaign period, rather than just the opportunity to see it.

Network

A group of digital displays sold by a single media owner in a single environment. Networks can also be defined by audience reached.

OLED (Organic Light Emitting Diode) display

This is the next generation of flat-panel display technology and is brighter, thinner and more energy economical than LCD or Plasma display screens.

OTS (Opportunity to See)

The estimated average number of times during a campaign period that a person has been within the vicinity of a display and has had the potential to see the ad.

Out-of-charge

The date at which an ad campaign will cease being displayed. Might also be used to describe a period of time during which a sites or sites are unavailable for booking due to refurbishment.

Out of Home TV (OOH TV)

Screen media that delivers entertaining and informative editorial and advertising content to targeted audiences. Screens may be available with or without sound and be at indoor or outdoor locations.

Plasma display panel (PDP)

A type of flat panel display comprising many tiny cells between two panels of glass which hold a mixture of gases. The gas in the cells is electrically turned into plasma which excites phosphors to emit light.

Portrait

The format's aspect ratio where the height is greater than the width.

Post Campaign Report

A report generated by media owners at the end of each campaign illustrating how the campaign was delivered, compared to what was booked. Reporting details might include images of the campaign, percentage of sites live within the posting time frame, total number of ads displayed, number of locations, and number of screens.

Primary Audience

Put simply, this is the predominant audience who are likely to see the ad. Many digital networks attract different and specific audiences, depending on factors such as time of day and location of screens.

Production or Technical Specs

On booking a campaign the media owner will send the client (or their agencies) a set of specifications for the media booked. The specs are vital for the successful submission of creative content because they contain details such as file formats, deadlines, display sizes and resolutions and useful contact numbers for when help is needed.

Proof of Posting

Once the campaign is live, the media owner may provide the client or agency with details which prove that the campaign started (or was posted) according to the agreed schedule. These details might include photos of the campaign in-situ, electronic posting data from the campaign server or bar-code verification from the posting team.

Rate card

This is the standard cost (before negotiation) of a particular format for a specific time period.

Recall

The ability of consumers exposed to a campaign to remember the brand or particular characteristics of the ad. This is often recorded as a percentage of audience who can recall the messages unprompted (unaided, spontaneous) or prompted (aided).

Schedule

The list of types of advertising which make up an entire campaign – this list is known as the 'media schedule' and may contain details such duration by format, cost by format and audience coverage or reach by format, plus timing of display if applicable.

Share of voice

The percentage of display that your ad achieves as a fraction of all activity at that time across the campaign period.

Spot length

The Spot length is the length of time each ad or piece of content displays for. [X] number of spots constitutes a single loop. Ad space is then purchased in single of multiples of spot lengths.

Sponsorship

The opportunity for an advertiser to run commercial copy on either side of, or as part of, a specific piece of digital editorial content, trying their product or service in with the editorial subject.

Target audience

A defined group of people at which an advertiser's message is aimed.

Ticker / Crawler

A ticker or crawler is a small screen space, often running across the top or bottom of a screen, dedicated to presenting headlines, promotions and other relevant information.

Venue

The place and location in which the media format is located, for example, universities, petrol stations, supermarkets, train stations. This might also be referred to as 'destination'. A number of screens within the same type of venue, when offered by one media owner, are a 'network'.