



# Digital Out of Home

## Glossary of Terms

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**24 houring**

A request whereby another advertiser can issue a period of 24 hours' notice for the advertiser holding the option to either book or drop the held inventory. The advertiser issuing the "24-hour" is required to have a PO (purchase order) and is under obligation to book the space if the original advertiser drops the option accordingly.

**48 sheet**

Standard billboard size. Landscape.

**6 sheet**

Standard portrait poster size. Most common format in the UK, commonly seen on bus shelters and roadside.

**96 sheet**

Standard billboard size. Twice the length of a 48 sheet and the largest of the standard landscape formats.

**activation**

Refers to a buying decision motivated at the point-of-purchase by such factors as buying convenience, price, promotion, impulse selection, etc.

**ad audience**

Refers to the number and type of people exposed to the specific ad, with an opportunity to see.

**ad campaign**

A series of ad units delivered for an advertiser during a defined period of time.

**ad exposure frequency**

The number of separate ad exposures of an ad audience member during the venue visit or other period.

**ad exposure reach**

The number of separate ad exposures of an ad audience member during the venue visit or other period.

**ad exposure time**

The length of time the audience spent viewing and/or listening when ad content is present and deemed viewable.

**ad model (see business model)**

The “ad model” creates profit through ad display and sponsorship revenues, coupon redemption commissions and marketing intelligence sales.

**ad recall**

The estimated number of people likely to remember your ads within days of being exposed.

**ad rotation duration**

The number of seconds required to view all of the ads in a rotation or loop.

**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 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.

**adjacency**

A commercial time slot immediately before or after a specific ad or program.

**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.

**advertising agency**

A company that does media buying, planning and trafficking, which are carried out by accredited advertising agencies.

**advertising budget**

Refers to the sum allocated by a company to its marketing department or to its advertising.

**advertising spot**

A unit interval (e.g., 10-second, 15-second, 20-second, 30-second, etc.) containing a commercial message supplied by an advertiser for insertion in the transmissions of a TV channel or digital signage network.

**affidavit**

Legitimate proof of posting by the vendor that the advertiser's message ran as scheduled.

**allotment**

The number of units required to achieve a desired GRP (gross rating point) level in a market.

**alpha**

First version of a digital product that's ready to test but not feature- or production-ready.

**alternative out-of-home advertising**

A segment reported advertising expenditures that includes spending on digital billboards, out-of-home television networks and place-based media.

**ambient light**

The light that exists in a scene. Also sometimes referred to as "natural light" or "existing light."

**amplification**

A measurement of social action, the act of proliferating or spreading a message between consumer's connection. The greater the amplification, the greater social action has increased awareness of professional content.

**animated GIF**

A type of image that combines multiple static images and displays them in order, which gives the appearance of movement. As an image file, GIFs are viewable on more platforms, making them an ideal alternative to video and flash files.

**API (application programming interface)**

The way in which one computer program talks to another computer program.

**approach**

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 readable.

**artifact**

Any unwanted object, visual distortion or defect on a video display.

**aspect ratio**

The dimensions of a display screen's image expressed as a ratio of the horizontal width to the vertical height.

**assets**

Audio, video, still photography, logo graphics etc. and similar elements which are used as components to create finished advertising spots

**attenuation**

The loss of signal strength as it flows through a cables usually expressed in decibels (dB).

**auction**

The practice of allowing multiple buyers to value and bid on a singular ad opportunity (impression or spot) leveraging first-, second- or third-party data within a pre-fulfillment window. The concept of auction is different in TV than it is in digital. Auctions live on a spectrum, delivering value for the both the buy and sell side.

**audibility zone**

See screen/display exposure zone.

**audience**

- (1) The number and type of people exposed to a display with an opportunity to see the typical advertising or informational segment.
- (2) Consumer demographics from self-reported information.

**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 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 impression** (see also: served impression, viewable impression, audience reach measurement)

A unit of measure that includes the total number of people with an opportunity to see (i.e., 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 (VAC).

**audience reach percent**

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

**audience reach measurement** (see also: audience impression, served impression, viewable impression)

A term that provides a count of the total number of people or machines that get ads. In DOOH scenarios, the expected application of audience reach measurement is to count people. Audience reach measurement also refers to a guideline developed by industry bodies that standardizes the measurement of machine based-measures (unique cookies, unique devices, unique browsers) and people-based measures (unique users or visitors). It is critical, and a compliance requirement, that the audience reach measurement organization does not misrepresent machine-based measurements as people-based measurements. The measure's status as either a people-based or a machine-based measure should be clearly disclosed. For specifics and additional information, please review section 1.2 of the MRC/IAB Audience Reach Measurement Guidelines, <https://www.iab.com/wp-content/uploads/2015/06/AudienceReachMeasurementGuidelines.pdf>

**audio**

Means consumers will be able to both see and hear content.

**audited circulation**

The certification of traffic count or circulation by a recognized third party according to national procedures approved by the buyer and seller community.

**augmented reality (AR)**

A type of virtual reality that aims to duplicate and enhance the world's environment on a computer or mobile screen.

**authoring**

The process of creating and integrating content from various sources for the purpose of displaying on digital signage; often involves converting and sizing images and other digital media.

**authorship**

The original piece of content or, original action unrelated to original content (exposure metrics that measure general use of social media platforms, without engagement).

**auto-initiated activity**

Activity not requiring direct user involvement including auto-play content and user-configured automated activity. Auto-initiated events should be segregated and described for reporting purposes.

**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 and the campaign runs at the same priority as other direct deals in the ad server. The programmatic element of the transaction that differentiates it from a traditional direct sale is the automation of the RFP and campaign trafficking process. Negotiation through to fulfillment can be, should the publisher desire, completed within the technology platform providing the automated reserve functionality.

**AV distribution system**

The chain of audio and video devices used to distribute audio and video signals from the media player, PC or other audio/video source to the point of display.

**avail**

A slang term for "ad spot availability," the broadcast time period that is open for reservation by an advertiser in response to an advertiser's or agencies initial inquiry.

**average ad audience**

The number and type of people exposed to the average ad unit. For most networks, this is identical to the Average Unit Audience.

**average ad segment audience**

The average audience for a unit of time equal to the typical segment length.

**average unit audience**

The Average Ad Audience for a unit of time equal to the typical ad unit.

**awareness**

Knowledge or understanding of an object, idea or thought.

**back-to-back**

The running of more than one ad with one immediately following the other.

**balun**

A device that connects a balanced line, such as twisted pair (cat5), to an unbalanced line, such as coaxial cable.

**bandwidth**

In video applications, the range of available frequencies that can be encoded and decoded as well as the signal-carrying capacity in a video path; measured in Hertz (Hz) or bits or bytes per second (bps/Bps).

**banner advertising**

Promotional content formatted as a text crawl or graphic that displays horizontally at the bottom or top of a display; can be advertising or the signage operator's own promotional content.

**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.

**beta**

A state of testing a version of a product, such as a website before it launches. May be either public or selectively available to a certain group of testers.

**billboard**

- (1) A sponsor announcement at the beginning or end of digital signage program content.
- (2) Large-format advertising displays intended for viewing from extended distances, generally more than 50 feet. Billboard displays include: bulletin, junior posters, posters and spectaculars.

**BLE (Bluetooth Low Energy) beacon**

A device that broadcasts a signal that can be identified by other BLE devices in its vicinity. An iBeacon is Apple's version of the BLE beacon service. Smartphone apps listen for the signal and when the desired conditions are met, they will send a notification to be displayed on the smartphone or trigger an event within an app, which could be an offer, information or other content relevant to the location. Beacons can be deployed individually or as a network.

**bleed**

Display area which extends beyond the live copy area, often to the edge of the finished size.

**blue shelter**

A curbside structure located at regular stopping points along urban bus routes.

**bookends**

Two ad units, usually 15 seconds each, ordered to run specifically in the first and last position of the same commercial break.

**bounce rate**

A site metric that describes the percent of people who visit a website and leave almost immediately. It's like showing up at a restaurant, realizing the wait is too long for a table and leaving without ever sitting down.

**brand**

A simple, cohesive identity or consumer impression of a product, service or organization.

**brand advocacy**

Activity whereby a user creates favorable UGC about a brand or product and then passes on positive messages about the brand to other users (such as in a recommendation).

**brand health**

The way a brand is viewed by its customers and how your audience feels about your brand. Also known as "brand equity."

**brand lift**

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

**branding**

The action of gaining a favored view on the part of consumers for a product, service, organization or experience. These actions include advertising, merchandising, demonstration, education (consumers, sales staff, etc.), profile through media, events, etc., co-branding, etc.

**broadband**

A technique for sending data, voice and video traffic over long distances by transmitting high-frequency signals over coax, UTP and fiber optic cables, or wirelessly.

**bug**

An embedded graphic icon or logo used to brand a digital place-based program.

**bulletin**

The largest standardized OOH format, typically measuring 14'x48' in overall size. Sold either as permanent displays or in rotary packages.

**business model (see ad model)**

The costs of digital signage networks are met in different ways. An "ad model" creates profit through ad display and sponsorship revenues, coupon redemption commissions and marketing intelligence sales. The costs in a "venue model" are considered by the display location provider (typically) as a cost of business or investment toward patron marketing, up-selling or improving a wait, service or shopping experience. It is common to blend the two business models allowing the benefits of a venue model with investment offset through sponsorship or advertising. Live private program display and distance learning provide benefit in the both the ad and venue models.

**buyer-graphic**

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

**buying flexibility**

Traditional OOH media normally has fixed two-week periods where advertising can be booked in specified packs. Buying flexibility identifies ways the sales company allows the media to be bought, for example, by time of day.

**campaign**

- 1) The interval of time when an OOH advertising campaign is run.
- 2) An organized course of action to promote a product or service.

**cancellation period**

A specified period of time when a contract can be terminated.

**cancellation policy**

The terms under which an advertiser can cancel an ad unit or units scheduled that has already been purchased and scheduled, including the required amount of advance notice and any applicable financial penalty or consequence for early termination.

**captive audience**

An audience confined to an area in which consumers have a strong likelihood to being exposed to the messaging.

**captive audience network**

Strategically placed digital signage that targets viewers whose activities force them to be in one place, often for a lengthy period of time.

**category 5 cables**

A twisted pair cable for carrying signals. This type of cable is used in structured cabling for computer networks such as Ethernet. It is also used to carry other signals such as telephony and video. Often referred to as cat5 cable.

**CBSA (core-based statistical area)**

Defined by the United States Office of Management and Budget, a metropolitan area within a larger markets (e.g., DMA) containing a substantial population nucleus, together with adjacent communities having a high degree of economic and social integration with that core. CBSA's are a standard geography for buying and selling media.

**cellular**

A type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile device to a relatively nearby transmitter. The transmitter's span of coverage is called a cell. As the cellular telephone user moves from one cell or area of coverage to another, the telephone is effectively passed on to the local cell transmitter.

**census demographics**

The U.S. Census Bureau's population statistics.

**channel**

A specific, prescribed or official course or means of communication. In regards to DOOH, this refers to a particular network of venues.

**charting**

The process of selecting and scheduling individual unit locations to maximize OOH advertising objectives.

**circulation**

A measurement of traffic volume in a market. Circulation only estimates the number of people with an opportunity to see an out-of-home display and, therefore, is no longer a credible measure of an OOH audience and is out of step with other media metrics.

**client side counting/user initiated events**

Counting based on events originating from the user's browser or other media operated by the user that are closest to the actual social media event being measured (for example, counting an event upon the entry of UGC meeting relevant criteria), which are filtered to exclude known invalid activity.

**co-op**

The sharing of advertising costs between a manufacturer and distributor or dealer.

**codec**

A device or software that compresses and decompresses (or codes and decodes) data to preserve disk space; certain codecs convert and store analog video signals in a compressed digital file format.

**commercial audience**

Audience estimates of people exposed to actual advertising. Geopath OOH Ratings are the first media measurement system providing true commercial audiences of OOH advertising rather than audiences that are merely exposed to editorial content (e.g., read a magazine, read a newspaper, watched a TV program, etc.)

**compliance**

Fulfilling the terms and requirement of a buy; delivering what is due.

**composite video**

An analog video signal in which the luminance and chrominance is carried on three wires and contains brightness, color and sync pulse information. Also known as Y-Pb-Pr, in which Y carries the luminance, Pb carries the difference between blue and luminance and Pr carries the difference between red and luminance. Referred to also as CVBS (color, video, blank and sync), it is used for NTSC, PAL or SECAM video formats.

**confidence**

Metric to indicate the statistical significance of the lift observed. Generally, results that are statistically significant at the 95% confidence level or higher are suitable for making business decisions. Results that are statistically significant at the 80% confidence level or higher can be considered directional.

**confirmation**

Written verification that the order has been received and will clear

**connected TV**

A display with integrated Internet connectivity and features that can receive video programming through an open IP method outside of the traditional cable QAM transport, and is an example of technological convergence between computers, televisions and set-top boxes.

**connectivity**

The amount or level of connections a consumer has with other individual consumers.

**consideration**

The extent a consumer will consider a brand for purchase.

**consumer**

A purchaser or potential purchaser of consumer goods and services.

**consumer experience**

The way the primary ad unit is experienced by a person watching the screen.

**consumer spending data**

Data on consumer spending.

**consumption**

A phase within the engagement component of social data that includes both traditional and non-social metrics but specifically refers to the act of consumers clicking on content.

**content**

Media, clips, text, video and audio that is presented by display and audio devices by a digital signage system.

**content distribution (or management) 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.

**content mode**

Display controllers generally offer multiple methods of outputting images/video on LED displays. These 'content modes' generally include: test patterns, player/external, internal.

**content redistribution**

Intentional and direct interaction with intent of redistribution or promotion of content or advertising by individual users of social media platforms to other users of social media platforms, either individually, to a subset of users (friends, followers, etc.) or across the user base.

**content segment**

The portion of the loop, or some other defined period of time, containing program or non-advertising content.

**continuity**

The elimination of gaps in a media schedule by maximizing the duration of a campaign, ideally 52 weeks.

**contrast ratio**

A measure of a video display's luminosity specifying the difference between the blackest of blacks and the whitest of whites.

**convergence**

The integration of the three primary communications channels (data, voice and video) into one using the same network appliances, one standard network infrastructure and the same administration. This high-bandwidth, combined-transmission method is known as Internet Protocol (IP).

**conversion**

The point at which a recipient of an advertisement performs a desired action such as a click, opening of a file or email, filling out a form, navigating through to a page or making a purchase.

**conversion window**

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

**cookie**

A string of code, embedded in a site, that follows a user around as they browse to help determine their online behavior. Cookies are like invisible GPS trackers that follow a user while he/she surfs the Internet.

**copy area**

The viewing area on an OOH unit.

**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.

**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).

**count station**

A section of road with a specific traffic pattern. Count stations contain traffic estimates and the demographic composition of that traffic.

**cover**

The percentage of the population within any geographic area that can be reached by the OOH campaign.

**coverage**

- (1) Based on the defined geographic parameters of a market, expressed as DMAs, CBSAs, groups of counties or individual counties, also known as coverage area.
- (2) The percent of the population within any of these geographic areas that can be reached by the total inventory of a media operator.

**coverage area**

Geographic area covered by network installations.

**CPA (cost per action)**

Form of digital media currency, describing the cost per user action, such as an application download. (If the CPA is \$0.50, then a campaign generating 1,000 actions will cost \$500.)

**CPC (Cost per Click)**

Form of digital media currency, describing the cost per user click on an ad or URL. If the CPC is \$1.00 then a campaign generating 1,000 clicks will cost \$1,000.

**CPE (cost per engagement)**

Form of digital media currency, describing the cost per user engagement, such as a like/tap or comment. (If the CPE is \$2.00 then a campaign generating 1,000 engagements will cost \$2,000.)

**CPM (cost per thousand)**

Form of digital media currency, describing the cost for 1,000 impressions. 1,000 is represented in the term by the Roman numeral 'M.' If a website charges \$2,000 per 100,000 impressions, they charge a \$20 CPM.

**CPP (cost per point)**

The cost to buy one rating point, or one percent of the population in a defined geography or universe.

**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.

**createrix**

Often a spreadsheet used to show what creative asset will run where and when. This is used when planning more complex campaigns and will be used to test against during User Acceptance Testing (UAT).

**cross-read**

An advertising display that is visible across traffic lanes on the opposite side of the roadway.

**crowdsourcing**

Asking a group of people (usually strangers) to perform a task that would normally be handled by one individual/employee. Quora is a tool for crowdsourcing advice and Kickstarter is an example of crowdsourcing funding.

**custom market**

Any market used by a plant or advertiser other than a DMA or CBSA. Custom markets are used by plants or advertisers to highlight OOH delivery within relevant geographic areas. Custom markets are generally counties or groups of counties.

**daily effective circulation (DECs)**

The historical OOH audience measurement system. DECs are the average number of persons, in cars or other vehicles, passing and potentially exposed to an advertising display.

**dark social channel**

Media channels that are either private or difficult to match with other digital channels, causing data to be misclassified, lost or not measurable. Dark channels include email, chat, non-public social actions and social graph data, mobile applications and secure to non-secure website navigation.

**data structure**

A particular way of organizing data in a computer so that it can be used efficiently. Different kinds of data structures are suited to be different kinds of applications and some are highly specialized to specific tasks.

**day-part**

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

**declared attributes**

Also referred to as profile data, and includes information such as name, image, demographic information such as age and gender, location, interests, groups and installed applications

**demand**

A desire for a product or service. A buying decision is based on brand identity and the impression based on previous purchases and experience of use

**demo targeting**

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

**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.

**despatch cost**

A net cost that will be added to a traditional poster schedule. This cost accounts for the collation and despatch of the poster campaign once printed and delivered to the distributing/despatch house.

**DFP (DoubleClick for Publishers); antiquated.**

DoubleClick for Publishers, one of the most widely-used ad servers for website publishers, is owned by Google. In June 2018, it was integrated into Google Ad Manager, along with DoubleClick Ad Exchange, and no longer exists as a standalone service.

**digital advertising networks**

Digital networks integrating targeted entertainment and/or information program content with advertising narrowcast through digital networks and/or screens in place based venues such

as big box and small retail, transit, malls, grocery, health clubs, medical offices, gas stations, office buildings, hotels and other out of home consumer venues.

**digital billboard**

Billboards that can change advertising content using digital technology. Content is static with multiple advertising message presented in rotation every few seconds.

**digital billboard plus (DB+)**

The same as a digital billboard with the added benefit of allowing for full motion creative copy.

**digital media**

Content that can be viewed, distributed, modified and preserved on computers.

**DOOH (digital out of home)**

Digital media messaging specifically intended to reach consumers outside their homes.

**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.

**digital place-based network**

Networks integrating targeted entertainment and/or information program content with advertising narrowcast through digital networks and/or screens in place based venues such as big box and small retail, transit, malls, grocery, health clubs medical offices, gas stations, office buildings, hotels and other out of home consumer venues.

**digital sign**

A singular reference to a display that is running digital signage content and typically replaces static billboards and posters.

**digital signage**

A network of digital displays that is centrally managed and addressable for targeted information, entertainment, merchandising and advertising. Also often referred to as: dynamic signage, electronic signage, in-store TV network, captive audience network, narrowcasting network, out-of-home media network, digital media network, advertising network, etc.

**digital signage network**

The medium that digital signage content travels between the creation of the content, the displaying of the content on the screen, status information that proves that the content was actually displayed and reporting of how the network is functioning at any given time of the day.

**digital signage player**

The hardware device at customer sites where digital signage software accesses and displays digital signage information that it “receives” from the controlling server. Digital signage players can be dedicated, external pieces of hardware or integrated into a display.

**digital signage software**

Stand-alone or cloud-based software that drives a digital signage system and its content.

**digital signage solutions**

A turn-key system with software, hardware, installation, training and sometimes even content.

**digital video**

A video that has been placed in digitized format that is then able to be controlled by a PC.

**discrepancy**

When an invoice and the original order for an advertisement do not match.

**display calibration**

The process of using a display’s controls to calibrate the on-screen image so that it matches the original source content as its creator intended it. This allows the calibrated display to accurately reproduce the video signals from any source device, be it a computer, digital signage player, cable/satellite box or Blu-Ray player.

**display mount**

A device, bracket, fixture or stand that provides a place for a display to be attached to on the wall, ceiling or floor. It provides a stable and secure manner for the display to be placed in a desired location.

**distribution**

The strategic placement of OOH units across a market. The distribution of units will impact the reach of the campaign and the demographic profile of the audience that is delivered.

**DMA (designated market area)**

A television market area defined by Nielsen Media Research that is also used by advertisers for multi-media planning. DMAs are non-overlapping and cover the entire United States.

**DMP (data management platform)**

A piece of software that collects, stores, manages data about users for the purposes of profiling, analyzing and targeting an audience. DMPs can build audience segments based on specific demographic information, which are used by advertisers to target their desired users.

**DPAA (digital place-based advertising association)**

The media trade association for the DOOH industry for marketing to consumers outside the home, offering resources on digital place-based advertising, standards and metrics.

**DSF (Digital Signage Federation)**

A not-for-profit organization supporting and promoting the common business interests of the world-wide digital signage industry, the interactive technologies industry and the digital out-of-home network industry.

**DSP (demand side platform)**

A piece of software used to purchase advertising in an automated fashion (programmatic). DSPs are most often used by advertisers and agencies to help them buy display, video, mobile and search ads. Publishers make their ad impressions available through marketplaces called ad exchanges and DSPs automatically decide which of those impressions it makes the most sense for an advertiser to buy.

**dwell time**

The amount of time a customer remains in a venue, or a specific area within a venue. Dwell time is an important variable in determining display placement, advertisement length, content loop duration, advertising-to-content ratio and advertisement cost. One of the primary objectives of digital signage is to increase dwell-time, and therefore often forms part of the return on investment (ROI) metrics and cost justification value proposition.

**dynamic**

The process of building responsive creative to deliver contextually-relevant messages driven by the smart use of data across DOOH.

**dynamic poster (DP)**

An electronic poster, normally in portrait format, able to display full motion video. Primarily located where people are on the move.

**e-commerce**

The buying and selling of goods online.

**earned media**

User (consumer) generated activity based on accessing, watching, listening, reading or otherwise responding to media or a brand/product experience.

**effective frequency**

Refers to the number of exposures necessary to make an impact and attain communication goals when communicating a message to a consumer.

**effective reach**

The number of persons within the target audience exposed to the advertising schedule an average of three or more times.

**embellishment**

Letters, figures, mechanical devices or lighting that is attached to the face of an OOH unit to create a special effect.

**engagement**

The degree to which consumers focus or pay attention to a particular program or message. The level of engagement can be a function of the message's relevancy to the consumer, the degree of interactivity of the medium, the nature of the consumer exposure (e.g., stationary vs. in-movement impressions, captive vs. non-captive audience, etc.) and the breadth of competing messaging.

**ESP (email service provider)**

Software that allow for the mass distribution of emails. If you subscribe to any email newsletters, you receive the company emails by way of an ESP.

**Ethernet**

A system for connecting a number of computer systems to form a local-area network (LAN) that allows devices to communicate to each other via a protocol (a set of rules). Current commonly used standards include: 10BASE-T, supporting data transfer rates of 10 Mbps; 100Base-T (Fast Ethernet), supporting data transfer rates of 100 Mbps; and 1000BASE-T (Gigabit Ethernet), which supports data rates of 1 gigabit (1,000 megabits) per second. Terabit Ethernet (TbE) supports data rates above 100 gigabits per second, such as 400G and 200G. Standards will continue to increase in size, with 800 Gbit/s and 1.6 Terabits per second expected to become standards after the year 2020.

**expandable banner**

A type of digital ad that expands in size when a user rolls over or clicks on it.

**exposed - store conversion rate**

Rate at which exposed audience visited the store per impression served.

**exposure**

Presence in the defined Screen / Display 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 referred to as Opportunity-to-See.

**extension**

An area of copy made as a cut out that falls outside the basic restraints of a bulletin or poster.

**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.

**face**

The surface area on an OOH unit where advertising copy is displayed. A structure may have more than one face.

**facing**

The cardinal direction that an OOH unit faces. As an example, a north facing bulletin is viewed by vehicles traveling south.

**favorability**

Positive perceptions of a particular brand or product that have been influenced by messaging and/or experience.

**flash**

Adobe® software that is used to manipulate vector and raster graphics, often for the purpose of adding animation or video to digital content.

**flat panel display**

A computer or television monitor that does not use cathode ray tube (CRT) technology, but commonly LCD or OLED technology. This allows the monitor to have a thin profile, small footprint and a flat screen, which is how the flat panel display gets its name.

**flight**

The advertising campaign period for a particular advertising spot or spots, expressed in days or weeks; also known as duration.

**fold**

An invisible line on a user's screen, separating the top half from the bottom half of a webpage. If something is described as being "below the fold," then it requires a user to scroll on the page to see it; if it's "above the fold," then it doesn't require scrolling. A modern version of the terms "above the fold" and "below the fold" to refer to space either above or below, respectively, the fold of a broadsheet newspaper, with above the fold being the most prominent and desirable space.

**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.

**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).

**frequency**

The average number of times a person is exposed to a message, program or network within a given period of time, often one or four weeks.

**frequency capping**

A limit on how many times one specific user can see a given advertisement within a given time period. For instance, if an advertiser only wants its ad to be displayed one time per day to every person that sees it, a frequency cap can be placed to avoid showing the ad more often than that.

**frequency discounts**

A frequency discount is a contract rate offering one of the best discounts for display ads. The best commitment is usually running a minimum size ad every week for a 52-week period. Some companies also have shorter periods such as 13- or 26-week contracts.

**frequency distribution**

The percentage of respondents reached at each level of exposure to an advertising schedule.

**full screen**

Content that is the only visible asset running on the screen.

### **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 state/province. In technical specifications, targets may simply be referred to as “geo,” “user,” or “audience” without spelling out the full term.

### **Geopath OOH ratings**

The Geopath ratings system was designed to provide OOH advertising with credible metrics comparable other measured media. This is achieved with a sophisticated research program specifically designed to measure audiences who actually see advertising on OOH ads throughout the country. The integrated research method implemented incorporates research and expertise in the areas of circulation, visibility and eye tracking research, demography and trip modeling and the building of powerful reach and frequency models.

### **gesture recognition**

An interactive technology allowing users to interact with content on screen using natural body movements such as pointing and waving.

### **gross two-week period**

The total number of people expected to pass the panel or network of panels in an average two-week period.

### **gross ad costs**

The gross rate is the full cost of advertising and is the amount that advertisers pay for their ads to be aired. This includes a commission to the advertising agency that is typically 15 percent of the cost of the total advertisement costs. The gross rate can be calculated by dividing the net rate of advertising by .85. For example, \$10 net costs can be divided by .85 to become \$11.76 gross costs

### **gross impressions**

The sum of exposures to a schedule of digital place-based network announcements.

**gross opportunity to view audience**

The total number of incidences, over a period of time, where consumers are in an area where they have the opportunity to view an installed network. This number can be reported by demographic segment.

**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 percent 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.

**gross viewers**

The total number of viewing incidences, over a period of time, to an installed network. This number can be reported by demographic segment.

**gross vs. net ad cost**

Costs of advertising or the rates for advertising are generally calculated in two formats – net media and gross media. Net media forms 85 percent of gross media. Accordingly, an advertisement that has a gross media rate or cost of \$10,000 will have a net media rate or cost of \$8,500. The money that forms the difference between these two rates is the standard agency commission for services such as media buying, planning and trafficking, which are carried out by credited advertising agencies.

**GRPs (gross rating points)**

The total number of rating points achieved for a particular period of time or schedule of advertisements.

**guerilla marketing**

A term that refers to any unconventional or innovative form of marketing or advertising. Typically guerilla marketing is cheaper than traditional marketing, and is meant to be buzzy and sometimes involves stunts or acts meant to garner a lot of press and attention.

**HDMI (high-definition multimedia interface)**

A digital connector interface that combines uncompressed high-definition video, multi-channel audio and intelligent format and command data in a single cable; with a bandwidth of up to 5 Gigabytes, it supports all HDTV standards.

**HDTV (high-definition television)**

A display format for digital TV transmissions with twice the number of scanning lines per frame (60 fps) than conventional Standard Definition TV (SDTV), as well as offering a much higher number of pixels and a wider aspect ratio. SDTV is typically 4:3 and HDTV is typically 16:9. Standard HDTV resolutions include 1280x720p (also referred to as 720p), 1920x1080i (also referred to as 1080i) and 1920x1080p (also referred to as 1080p).

**homepage takeover**

The act of having a single advertiser on the home page of a website. This is typically requested by an advertiser who wants to have 100 percent of the ads on a homepage for a given period of time.

**host card emulation**

Describes the on-device technology that allows an NFC-enabled mobile device to provide an exact virtual representation of an electronic identity card such as a credit card or access card, hence "card emulation."

**house ads**

Refers to self-promotional advertisements that a company runs on its own website.

**HTML5**

A core technology markup language of the Internet used for structuring and presenting content for the World Wide Web.

**IFrame (inline frame)**

A way to embed and display content from another site on a website. Think of an IFrame as a window into another property.

**impacts**

A non-unique measure of the total number of times the OOH ad is seen.

**impressions** (see: served impression, viewable impression, audience impression and audience reach measurement)

**imputation**

Data relevant to a social media measured event that did not originate from a user, but was instead inferred based on other information associated with that event or the user or related users. Imputed data originates from the measurement organization, not the user. Imputation can be a reasonable and accepted statistical process, but the associated inferences and data processes should be examined for empirical support.

**in-charge and out-charge**

Period during which an OOH campaign will be displayed. Also denotes the start and end date of a booked campaign.

**incentives**

Financial or other offerings that are designed to increase participation in a survey.

**influencer**

A consumer with the ability to reach other users or affect other users' thinking in a social online community, generally defined by the number of directly connected users or the size of the network of users associated with an account, user or profile. A person, group or entity with the ability to reach and affect another person or group of people's thinking and behavior due to attributes such as experience, expertise, reputation and social footprint.

**initiation**

A phase within the engagement component of social data, referring to the act of creating or uploading shareable content.

**insertion order (IO)**

The physical commitment between an advertiser and a publisher to run ads. IOs typically contain a series of line items that outline the contracted number of impressions and dollars promised between both parties.

**inspection cost**

A net cost that can be added to the OOH schedule accounting for an independent inspection of the campaign.

**interactive data (interpersonal information)**

Data that is captured about the interactions between online connections (friends).

**invitation-only auction**

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 via whitelist/blocklist. 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.

## **IPTV**

Digital television service delivered via a broadband IP link using data communications wiring.

## **Javascript**

A computer programming language that is written in text and runs on browsers only. Javascript differs from Java, in that Java creates applications that can run on either a browser or on a virtual machine (i.e., a computer).

## **JPEG**

A file format that allows for the compression of high quality color images. This is a popular file format for pictures because it keeps the quality and color intact.

## **keyword targeting**

A method of showing a specific piece of content (e.g., an advertisement), to a group of visitors based on certain words within a given piece of content. Try searching the word "sneakers" in Google. Google will return a bunch of relevant links (based on that keyword, "sneakers") and ads (on the right hand side) for sites like Zappos and Nike. Those companies are using keyword targeting and paying to appear next to the word "sneakers."

## **KPI (key performance indicator)**

A term for describing an organization's goals. In digital media, advertisers typically give publishers a campaign's KPIs to help ensure that both parties agree on what success looks like.

## **LAN-WAN**

A LAN or local area computer network spans a relatively small area. Most LANs are confined to a single building or group of buildings. However, one LAN can be connected to other LANs over any distance via telephone lines and radio waves. A system of LANs connected in this way is called a wide-area network (WAN).

## **landscape**

A digital screen in horizontal orientation.

## **LCD (liquid crystal display)**

A thin, flat-panel display device containing a liquid crystal solution between two transparent electrodes and two polarizing filters; when electrically charged, the crystal molecules align in one direction or another in front of a light source, forming a pixel-rich, composite image.

**LED (light emitting diode)**

A semiconductor diode that emits light when an electric current passes through it; can change color based on the voltage of the current passed through. LEDs can be used as a light source in several types of displays, including LED-backlit LCD displays and projectors. LED clusters (in which red, green and blue diodes are grouped together) can also be mounted directly on a panel; those panels can then be tiled into large, very bright, bezel-less displays suitable for use outdoors or in very large-scale displays. An example are the large digital billboards in Times Square in New York City or Piccadilly Circus in London.

**lift**

Percent difference in visitation rates between exposed audience and unexposed audience. Also known as “incremental lift.”

**lift store visits**

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

**likelihood to see (LTS)**

The portion of the OTS (opportunity to see) audience who are likely to see an ad. Out of Home is the first medium in the U.S. to move from reporting OTS audiences (also known as Daily Effective Circulation, or DEC) to LTS (Likely to See) audiences, which can also be referred to as commercial audiences.

**line of sight**

The simultaneous viewing of more than one OOH unit.

**location based service**

Any computer program (websites or apps) that uses location data to control features. Examples are Weather.com and OpenTable, which determine where a user is located and return relevant content and/or data.

**location count**

The tally of individuals in a defined location. The location can be as discrete as an area in the proximity of a display, a predefined geographical area or a venue.

**location list**

A listing of all locations and displays included in a specific OOH program.

**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 behavioral characteristics of past purchasers, but have not themselves made a purchase.

**loop**

Segments of content and advertising programmed to a specific length that repeats on standard intervals. Example: A six-minute loop that contains 11- to 15-second ad positions along with editorial content. The loop repeats 10 times an hour, providing 10 plays for each message per hour, each message playing once in the loop.

**lower third**

Information, graphics and/or animation overlaying video; also known as chyrons and superbars.

**lowest unit rate (LUR)**

The lowest rate offered by the network to any advertiser for a specific class of time.

**lumen**

Abbreviated "lm," a unit of measuring light wavelengths perceived by the human eye; in the AV industry, it's used to describe the brightness of a projector's image.

**make-good**

An advertisement that did not run as originally scheduled and is being re-scheduled with the intent to fulfill the original order/contract.

**market**

Geographically defined areas used to buy and sell media. Standard markets definitions are DMAs (designated market areas) and CBSAs (core based statistical area).

**market ride**

The physical inspection of the units that comprise an out of home program in a market - either pre-buy or post-buy.

**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 display; 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.

**message duration**

The interval of time when a DOOH message is viewable.

**metadata**

Data that describes other data, and can be used to organize, understand and find data. Examples of metadata are the author, date created or file size of a digital file, or the title, author and publisher of a book (the book is data, but so is the information that describes the book and makes it easier to find).

**metrics unit (word, sentence, post, etc.)**

The measurement base for a consumer listening event. This base should be specified in measurement reports.

**microsite**

A microsite refers to any separate page of a website that has a separate URL than its homepage, but is related to it in some way. Microsites are commonly used to promote something that is time sensitive such as a contest or sweepstakes.

**mobile billboard**

A truck equipped with one or more poster panel units. The truck can either be parked at specified venues or driven around designated localities.

**multi-sensory experience**

Sensory branding is a type of advertising that appeals to all the senses in relation to the brand. Alongside images, OOH campaigns have incorporated sound, touch, taste and even smell to appeal to audiences.

**multi-touch**

- (1) Touch-sensitive surface able to recognize the presence of two or more points of contact (typically fingers or something device-specific, like a pen) on the same screen.
- (2) A type of ad attribution in which credit for a consumer doing something desirable, such as purchasing a product, is distributed to multiple marketing touchpoints. For example, a consumer may see several ads, a news story and visit a website before buying a product. Multi-touch attribution uses data modeling to distribute credit for that sale to all the marketing touchpoints and not just the last one a consumer viewed before the purchase.

**narrowcast**

Program content designed to reach a specific group defined by a particular demographic.

**near field communication (NFC)**

A set of short range wireless technologies that enables smartphones and other devices to establish radio communication with each other by touching the devices together or bringing them into proximity to a distance of typically 10 centimeters (3.9 inches) or less.

**net ad costs**

The net cost is the cost of an advertisement when there is no advertising agency involved, or the amount that an advertiser expects to be paid after a 15 percent payment has been made to an advertising agency. In order to calculate the net rate of advertising costs, multiply the gross rate by .85. For example, \$10 gross rate multiplied by .85 becomes \$8.50 net rate.

**nonfunctional requirements**

In systems engineering and requirements engineering, a nonfunctional requirement is a requirement that specifies criteria that can be used to judge the operation of a system, rather than the specific behaviors.

**non-probability samples**

Any of several different sampling schemes in which the elements in the sampling frame do not have both a known and non-zero probability of selection. It is impossible to calculate this type of study's margin of sampling error though methods exist that allow you to approximate a value.

**notice**

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

**observed attributes**

Attributes inferred based on consumer's social data referring to the act of a consumer amplifying or sharing content to his/her connections or social graph.

**off-premise sign**

A sign that advertises products or services that are not sold, produced, manufactured or furnished on the property where the sign is located. An OOH display is an off-premise sign.

**on-premise sign**

A sign that advertises products or services that are sold, produced, manufactured or furnished on the property where the sign is located.

**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.

**operating system**

An operating system is basically like the CEO of your computer. It manages all of the programs on a computer, much like the CEO manages all of the employees at a company. A computer cannot function without an OS.

**opinion**

A view or judgment formed about something, not necessarily based on fact or knowledge.

**opportunity to see (OTS)**

The probability of being exposed to a medium's content and/or the advertising it contains. OTS does not require actual exposure to all content or advertising.

**options**

These are designed to allow a client time to raise a PO (purchase order). Options are an intention to book the space within the selected period. An option can be placed any time throughout a week and will always drop off at noon on Friday unless otherwise stated.

**organic**

Results or content (often created by users) that has not been paid for, nor incentivized by a brand or other marketing organization.

**organic reach**

Total unique count of users exposed to organic (unpaid) content that includes only those actual users exposed to content in its original format (within a general feed, ticker, page, etc.).

**organizational alignment**

Consistency of message content and tone across each marketing touchpoint or delivery mechanism, including executive and staff, ads, packaging, public and media relations, etc. Consistent communication can result in brand-building, but if consistency is lacking, the result can be "de-branding."

**out of home media (OOH)**

All media formats specifically intended to reach consumers outside the home.

**OVAB (Out-of-home Video Advertising Bureau)**

The official resource for information on out-of-home video advertising, marketing and metrics.

**overlay**

A term used to describe any piece of content (e.g., an advertisement or video) that appears to be floating on top of other content.

**owned media**

A media channel that is Owned, and by implication controlled, by a media outlet or brand; for example, a website, page, account, station (radio or television), app, display or network of displays. Owned media should be defined by the vertical or context of the measurement.

**paid media**

Content that appears on owned media that a brand or marketing organization has paid or incentivized to place, typically advertising, messaging or brand sponsorship. May also be referred to as sponsored media, native advertising content or content marketing.

**paid reach**

Total unique count of users exposed to paid content or advertising that includes only those actual users exposed to content in its original format (within a general feed, ticker, page, etc.).

**partial screen**

Means the primary ad unit is accompanied by content and/or a companion ad unit or some other visual enhancement (such as ticker, clock or logo),

**passive methods**

Methods for collecting information that do not require a respondent's active participation.

**percent composition**

The percent of the total audience for a display or schedule that a brand target demographic group comprise.

**period**

The duration of a campaign, traditionally two weeks.

**person-to-person (P2P) mode**

A type of communication in which two NFC devices exchange information.

**piggyback**

Slang for two commercial announcements from the same sponsor that are presented back-to-back within a single commercial time segment. An example of this is two 15-second commercials in a 30-second time slot. This is also called double spotting.

**pixel**

Short for "picture element," the smallest unit of data on display screen; represents only one color at a time.

**place-based media**

OOH media used to create customized advertising programs generally targeting specific consumer audiences. This includes advertising in, but is not limited to: arenas and stadiums, retail video retail networks, health clubs and gym, bar and restaurants, and movie theaters.

**plant**

A term that identifies a media company and its entire OOH advertising inventory in a market.

**plasma screen**

A thin, flat-screen display device that contains an inert mix of neon and xenon gases in cells beneath glass; when electrically charged, the gases turn into plasma that emits ultraviolet photons that, in turn, excite phosphors on the back of the cells, creating colored light. Seldom used anymore, having been replaced by other flat panel technologies (primarily, LCD, LED-backlit LCD and OLED).

**playback format**

The final format in which the ad unit will be played across the network. Networks shall disclose the playback format.

**player**

Any device (hardware or software) that distributes video and audio content to a display.

**POC (proof of concept)**

A prototype of functionality, initial animatics or mock-ups. These are generally created in the discovery phase of a project to get stakeholder buy-in without investing too much time.

**pod**

A grouping of commercials and non-program material in which more than one advertiser's commercials air; also referred to as a commercial interruption or commercial break.

**PoP**

- (1) 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 signage system; 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
- (2) Acronym for point of purchase. Retail marketing term for a display or any advertising that targets customers near the cash register or the counter where items are bought; also known as point of sale (PoS), but PoS often refers to the equipment used to facilitate the retail transaction.

**portrait**

A digital screen in vertical orientation.

**post buy (post analysis)**

In-depth analysis executed after the campaign has completed.

**potential reach**

Total count of unique users based on a count of a subset of platform users or a network such as friends, followers or fans. Potential reach should be limited to use as a planning metric only (not a currency measurement), however, properly disclosed and supported estimated actual reach may be used as an evaluation metric where appropriate.

**presence**

The most basic qualification for display audience exposure is to be in the presence of that display. For a display with sound, it means being in a location where the display is audible. In all cases, it requires being in a location where the display is visible.

**primary ad unit**

Refers to the dominant area of advertising displayed on the display. The primary ad unit should be described as either fullscreen or partial-screen.

**primary ad unit orientation**

Should be referred to as either landscape (horizontal orientation) or portrait (vertical orientation).

**primary audience**

The predominant audience to the format. Many networks attract different audiences depending on day and time of day, or are applicable to a number of niche audiences.

**printed OOH media**

Any OOH display that uses a printed substrate to display advertising content.

**probability sampling**

Any of several different sampling approaches in which each element in the population has a known, non-zero probability of being selected.

**profile data**

Name, image, demographic information such as age and gender, location, interests, groups and installed applications.

**propagation**

A phase within the engagement component of social data referring to the act of a consumer amplifying, or sharing, content to their connections or social graph.

**psychographic targeting**

Targeting audiences defined by personality, interests, attitudes or mindsets, e.g. "financial optimists" or "environmentally-conscious consumers." Often driven from offline surveys and stated preferences.

**purchase intent**

A measure of the probability that a consumer will purchase a service or product.

**QR (quick response) code**

A type of matrix barcode (or two-dimensional code) consisting of black modules arranged in a square pattern on a white background. The information encoded can be made up of any kind of data. When scanned with a QR Code reader, such as those on smart phones, the code can tell the device to do something, often opening a browser and going to a specific web address.

**quality assurance**

The systematic monitoring and evaluation of something to look for mistakes or problems. Used by companies to continuously evaluate products or services. In software development, beta testing (also called user acceptance testing) a product before final release is part of the quality assurance process.

**query**

A question or a request for information made to a database. When you Google something, you are making a query.

**rate card**

A document provided by a media owner/publisher with its rates for advertising. It may also detail any deadlines, demographics, policies, additional fees and artwork specifications.

**rating**

The estimate of the size of the audience, expressed as a percent of the audience population. The percent sign is not shown and the rating may represent overall viewing or a specific segment of audience viewing within a defined geography or universe.

**reach**

The net (unduplicated) count or percent of the defined universe of the target audience exposed to content, advertising or a specific ad, in a display within a defined time frame. This time frame can be a day, week or month, or even less-frequent time periods although more frequent reports are generally desirable to users.

**reaction**

The consumer response to brand advertising.

**reader mode**

A mode in which an NFC device is active and reads a passive RFID tag; for example, reading and storing a website address or coupon from an ad for interactive advertising.

**rear projection**

A technique in which video is projected from behind a translucent screen material, rather than in front of a screen, to make better use of available space, cast an unobstructed image and prevent shadowing on the screen.

**recall**

The ability to remember a particular advertisement or segment from within a digital place-based program. This can be measured with (aided) or without (unaided) prompting.

**recency**

Advertising that is effective because it is timely and relevant to an audience, as opposed to the frequency of impressions; based on an education psychology theory that says information acquired last is remembered best.

**release candidate**

A version of a product that is ready for public use.

**remote virtual media**

A method of connecting remote media storage devices such as hard drives to a local system. Users at the local system can access these systems, and read and write from them as if they were local.

**resolution**

Refers to the clarity and detail of an image relating to the number of lines (horizontal and vertical) of pixels.

**resonance**

Advertising messaging influencing the consumer perspective and drive purchase decisions or the desired brand impact.

**response rate**

The percentage of eligible sample units that provide usable, complete information in a survey.

**retargeting**

Targeting audiences that are defined by having recently shown interest in said advertiser.

**rich media**

A term used to describe advertisements that users can interact with. Any ad that changes as you hover, or allows you to click in it, is considered a form of rich media.

**rotation**

One ad position in a loop.

**router**

A computer router is a hardware or software device that acts like a telephone exchange. It recognizes the addresses of packets of data and routes them over a permanently connected network towards their destination.

**RSS (really simple syndication)**

A web feed technology that automatically detects when content on one site is updated and through subscriber feeds and aggregators, distributes it to another website or to a digital signage content player.

**RTB (real time bidding)**

An automated auction process in which multiple buyers can bid in real time for available digital ad inventory on an impression-by-impression basis. RTB is an essential part of programmatic advertising.

**RTP (real-time transport protocol)**

A transport protocol for formatting packets for transmitting video and audio over the internet.

**RTSP (real time streaming protocol)**

A standardized protocol for the remote control of a streaming media server.

**Run of site (ROS)**

An advertisement showing up on any page at any time on a website. This is a general bucket term for website publishers.

**S-video**

Short for separate video, a video connection interface that carries luminance (Y) and chrominance (C) signaling separately to prevent color crosstalk and for improved image reproduction.

**SaaS (software as a service)**

A software delivery model in which software and its associated data are hosted centrally (typically in the internet/cloud) and are accessed by users using a thin client, such as a web browser over the Internet. SaaS has become a common delivery model for most business applications, including accounting, collaboration, customer relationship management (CRM), enterprise resource planning (ERP), invoicing, human resource management (HRM), content management (CM) and service desk management. SaaS has been incorporated into the strategy of all leading enterprise software companies. Sometimes referred to as on-demand software.

**sales lift**

Revenue increase. Usually expressed as a percent increase over normal revenue.

**sample frame**

A listing that should include all those in the population to be sampled and excludes all those who are not in the population.

**saturation**

The intensity, or the purity, of color present on a video screen.

**schedule**

The advertising purchased from a vendor and defined by the variables of market, number of advertising units, flight, length of advertising and rotations.

**scraping**

Harvesting or data extraction whereby software techniques are used to extract HTML, non-API information and content from pages, platforms or other properties where permissible in terms and conditions.

**screen**

A device or medium designed to deliver digital signage or DOOH/advertising content whether it be video, audio or both. The preferred term is now "display," but screen is still used.

**screen/display audience**

The count of individuals estimated to be present in the screen/display exposure zone that viewed the screen while a viewability condition exists. Also referred to as audience.

**screen/display count**

The number of individuals over a period of time with presence in the screen/display exposure zone while a viewability condition exists.

**screen/display exposure zone**

The physical area in which a person is able to see and/or hear a specific, place-based advertising source. This may also be referred to as the visibility zone or audibility zone depending on the measure.

**screen/display traffic**

The count of individuals over a period of time with presence in the screen/display exposure zone while a viewability condition exists.

**screen/display zoning**

The dividing a digital signage into regions containing separate static or real-time content feeds, or a mix of both.

**seasonal variation**

The premium or discount placed on the relative value of a viewer demographic based on the time of the year. For example, since reaching viewers is more beneficial at the Christmas buying season, a premium say, 30 percent might be added to a weekly traffic count, while a post-Christmas viewer total would be discounted due to a lower inclination to purchase.

**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.

**self-directed engagement**

Media delivered in an environment in which the potential audience makes a conscious decision to engage with the messaging.

**sentiment**

Cognitive perceptions or emotional feelings toward a particular brand or product.

**SEO (search engine optimization)**

A form of marketing wherein a website uses best practices to help them achieve a better page ranking in search engine results.

**segment length**

The duration of the respective ad or content segment.

**served impression** (see also: viewable impression, audience impression, audience reach measurement)

An ad that was reported to have begun to render on the display. 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."

**single sign on or federation model**

The ability to sign onto a platform and have access to multiple other properties and systems without having to log in again each time. Using a Facebook or Google account to login to another site is an example of single sign on.

**site visit**

A visit to the site by a qualified technician to ensure proper equipment installation.

**SLA (service level agreement)**

Included in contracts as a pre-agreed requirement for a system to be on operational status. Sometimes referred to as quality of service.

**SMS (short message service)**

A text messaging service component of phone, web or mobile communication systems, using standardized communications protocols that allow the exchange of short text messages between fixed line or mobile phone devices. SMS text messaging is the most widely used data application in the world, with 2.4 billion active users, or 74 percent of all mobile phone subscribers. The term SMS is used as a synonym for all types of short text messaging as well as the user activity itself in many parts of the world. SMS is also being used as a form of direct marketing known as SMS marketing.

**snipe**

An adhesive strip that is used to cover a portion of copy displayed on an OOH unit.

**social action**

Measurement of consumer-driven engagement used to determine the value of associated earned media.

**social ad**

An online ad that incorporates user interactions that the consumer has agreed to display and be shared. The resulting ad displays these interactions along with the user's persona (picture and/or name) within the ad content.

**social data**

Any data extracted as a result of social media-related interactions. This data is used to measure the value of consumer-driven "word-of-mouth" and its subsequent network effect.

**social graph (social data)**

A map or record of all the explicit connections between individuals.

**social media**

Created, shared or exchanged information, ideas, content and opinions in virtual communities and online networks, including conversations about or with a brand.

**social media platform**

A media vehicle, site (as a whole or in part), app, widget or other media mechanism that has a social orientation; specifically, that captures user commentary and facilitates sharing of information among users of a defined network - i.e., representing a channel for sharing information, opinions or experiences from users of that platform - or allows cross-user collaboration.

**SOW (scope/statement of work)**

An agreement between a client and a service provider that outlines prioritized feature list, core project team, user experience and flow diagrams, outline technical approach, risk log, legal requirements, review and sign-off process, usability and user testing requirements, recommended maintenance and support levels. This document should be approved by all stakeholders before the production phase begins. Or, it can be agreed by all parties that the SoW is a living document that can be progressively signed off – with sections/ features being locked as they're agreed. Cut off points for sign-off should be mutually agreed.

**spectacular**

A bulletin that is usually larger than 14' x 48' and is positioned at a prime location in a market. A spectacular often utilizes special embellishments.

**sponsored media**

Media influenced by a brand through payment or other incentive, but where the message is not controlled as directly as a brand created advertisement.

**sponsorship**

The ability for an advertiser to have its logo associated with a particular piece of content (such as an app or microsite) or event.

**standard campaign cost**

The cost of booking a standard campaign as summarized in the media section of the format listings.

**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.

**streaming media**

Video or other media compressed and delivered to an audience on-demand or live without the need for a complete transfer of the original file.

**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. Street furniture

displays include, but are not limited to transit shelters, newsstands/news racks, kiosks, shopping mall panels, convenience store panels and in-store signage.

### **study design**

The specification of the sample frame, sample size and the system for selecting and obtaining information from/about individual respondents in the population.

### **sunlight-readable displays**

Panels with coatings and films that reduce the amount of reflective light, making them ideal for digital signage in brightly lit or even direct sunlight areas.

### **switch**

A device used to network multiple computers together. Switches are more advanced than hubs and less capable than routers. Unlike hubs, switches can limit the traffic to and from each port so that each device connected to the switch has a sufficient amount of bandwidth. However, switches don't provide the firewall and logging capabilities that routers do.

### **synchronized ad**

An advertisement that works as contextual advertising, running next to editorial or "infotainment" content with similar subject matter.

### **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).

### **target rating points (TRPs)**

The total number of in-market impressions from a target audience delivered by an OOH campaign expressed as a percentage of a market population.

### **targeting**

Technical options offered to advertisers to put a specific ad placement and ad type in front of a defined audience.

**template**

A document or file that contains pre-formatted design elements, enabling the customization of content and text to a specific digital signage application.

**theoretical reach**

Modeled reach (total count of unique users) based on a gross multiplier of users (such as projecting post-ad delivery based on a gross multiplier representing some estimate of potential exposure). Theoretical reach should generally be avoided, particularly as a reporting metric.

**third party ad serving**

Ads are typically either first-party served or third-party served. First-party served ads are ads being served by the media owner/publisher/network displaying the ads. Third-party ad serving refers to ads being served by the advertiser (or agency). Third-party ad serving allows advertisers to have a tighter control on the creatives and gives them slightly more visibility into the performance of the ads.

**third-party advertisers**

Agencies used by network owner/operators to coordinate the delivery and sales transactions of advertising content and campaigns from merchants, companies and media resellers.

**threaded message**

A set of communications, entries or events that are related to a common piece of original content.

**ticker**

Horizontal text streamed across a screen often used to deliver headlines, promotions and up-to-date stock information to an audience.

**traffic**

The number of visitors to a website.

**traffic count**

The number of people who enter a venue. As noted in the DPAA Glossary: "The simplest to measure, but least relevant gauge of value is distribution and verification (e.g., audited circulation in print). This is venue traffic for digital placed-based networks."

**transit**

Displays affixed to moving public transportation vehicles or in the common areas of transit terminals and stations. Transit displays include, but are not limited to: bus panels, train/rail panels, airport panels, taxi panels and mobile advertising signage.

**transparency**

To be considered transparent, a solution provider must fully disclose all components of the buy including pricing, any related mark ups, delivery, placement level media location, inventory type, inventory mix and how advanced audience data is applied and reported. Arbitrage and black box inventory solutions are not transparent.

**TRP (target rating point)**

Defined as the rating point delivery to the advertiser's specific target audience. Most big advertisers use GRPs (gross rating points) as benchmarks, but use TRPs to measure actual delivery to their specific customer base.

**TV**

Programming feed that is packaged, created and distributed through various delivery means to various devices – this may include a TV set, a mobile device, PC, app or tablet.

**UI (user interface)**

Anything that a person interacts with. In the digital media world, this typically refers to the design and layout of a web page, mobile app or any digitalized interaction. The goal of every digital product is to have an intuitive UI, meaning it's easy for a person to understand and navigate.

**unexposed - store conversion rate**

The rate at which unexposed members of the audience visited the store.

**unicast TV**

A one-to-one model of content distribution to a Television screen (TV, Mobile Device, PC, Tablet), generally targeted using audience data.

**unique traffic**

The unduplicated audience that has an opportunity to see any message during a reporting period.

**unique**

The number of individual users visiting a website.

**unit**

Duration of the network's typical ad unit

**universe**

A geographic universe or coverage definition stated on the basis of population amounts is required for OOH 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., U.S. Census estimates) for media comparability purposes.

**unreserved fixed rate**

A way to buy/sell programmatic advertising. Transactions that fall into this category exist within an exchange environment, but have pre-negotiated, fixed pricing (CPM, CPC, etc.) Typically, unreserved fixed rate deals sit at a higher priority than the open and/or invitation-only auction. A deal of this type typically is necessitated by advertiser demand for a more predictable offering within the exchange space.

**user acceptance testing (UAT)**

The UAT phase allows stakeholders to validate the completed experience against the original SOW (statement of work), wireframes and functional spec – either with the client or a closed group of individuals. Sometimes also referred to as a beta test.

**user generated content (UGC)**

Any form of digital content created by users. Yelp, for instance, is a website built entirely on UGC. Many blogs allow for commenting, which is another form of UGC. Social media is UGC.

**UX (user experience)**

A way to describe the interactions that a person has with a digital product. Where UI (user interface) refers to the look and feel of a digital product, UX refers to the interactions and processes that occur when a user engages with the site.

**VAST (video ad serving template)**

An XML response framework that enables a consistent delivery format for ad across streaming video platforms.

**venue**

The place or location of the advertising network or display. Examples include supermarkets, office buildings, gas stations and other places where consumers can be found.

**venue count**

The number of individuals estimated to be present in the venue.

**venue reach**

The net number for visitors to the venue during a time period.

**venue traffic**

The total number of visits, over a period of time, occurring in venues (i.e., locations) where a network is installed. This number can be reported by demographic segment.

**venue visit frequency**

Number of venue visits per visitor during a time period.

**venue visit time**

The time spent in the venue during the total visit time.

**verification**

The process of checking with respondents after they have been interviewed to be sure the person was actually interviewed and that the interview was done correctly and completely - where and when it was supposed to have been done.

**VGA (video graphics array)**

An analog computer display standard with a resolution of 640x480 and a 256-color palette; most VGA devices use the HD15 connector; although analog, VGA video from a PC is used in many digital signage applications by using VGA extenders and splitters

**video advertising**

Full-motion video, with or without audio, commercial, can play full screen or with an enhancing graphical banner.

**video advertising networks & screens**

Video networks integrating targeted entertainment and/or information program content with advertising narrowcast through digital networks and/or screens in place based venues such as big box and small retail, transit, malls, grocery, health clubs medical offices, gas stations, office buildings, hotels and other out of home consumer venues.

**video wall**

A wall-mounted or frame-mounted checkerboard configuration of multiple video displays showing different images or a single image spread across multiple displays.

## **view**

Looking at a screen while in the screen/display exposure zone.

**viewable impression** (see also: served impression, audience impression, audience reach measurement)

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.

In the Digital Out of Home landscape where there are no individual “browsers” per se, a served ad impression can be classified as a viewable impression if the ad meets all of the following criteria: It was contained in the viewable space of the display; it is in an in-focus 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. 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.

## **viewable/viewability**

Assurance that content and/or ads are present on the display so that it can be viewed or listened to, thereby enabling the possibility of exposure. Measurement of ad content has specific requirements in terms of the duration and portion of the ad content that must be present in order to be considered viewable.

## **viral/earned reach**

Total unique count of actual users exposed to content or advertising that includes organic (earned) and/or paid, but also subsequent exposure and amplification resulting from content redistribution (viral or “virality”; sharing, re-tweeting, etc.).

## **virality**

The tendency for a piece of digital media content (e.g., video, meme, image, etc.) to be circulated rapidly and widely across the internet. The gold and white/blue black dress was an example of an image going viral.

## **virtual private network (VPN)**

Used by networks (including digital signage networks) to provide secure, reliable connectivity as a private network but at much lower cost. Using a VPN, the digital signage network can

operate outside of the internet or other organizational connectivity infrastructure to assure cost-effective, secure and reliable network operations at required levels.

**visibility zone**

See screen/display exposure zone.

**VMAP (video multi-ad playlist)**

An XML response framework that defines where to place ads within the video content.

**VPAID (video player-ad interface definition)**

Specifies the protocol between the ad and the video player required to enable ad interactivity and other advanced video advertising functionality.

**wait-warping**

An effect of certain types of digital place-based advertising, whereby customers who are entertained while waiting for service experience reduced perceived wait times and increased satisfaction levels.

**wall mural**

Murals painted or attached directly onto the exterior surface of a building.

**weighting**

Statistical adjustments, conducted before data are analyzed, which adjust for respondents' unequal probabilities of selection in probability samples.

**Wi-Fi**

Wireless networks use radio waves, just like cell phones, televisions and radios. The computer's wireless adapter translates data into radio signals and transmits it with an antenna, and a wireless router receives the signal and decodes it.

**widget**

A small application that lives on a desktop or within a website that offers useful or entertaining information, such as weather, news headlines or trivia.

**word-of-mouth**

Messages spread from person-to-person or consumer-to-consumer rather than business-to-consumer, and a measure for earned media.

**XML (eXtensible Markup Language)**

A form of computer programming language that carries information. XML is not an alternative to HTML; it provides a different function. HTML is meant to display data, and XML focuses on describing the data.

**yield management**

The act of maximizing revenue generated by allowing variable pricing based on consumer behavior. In the digital media world, a yield manager liaises with the finance and ad-ops teams to make sure a publisher is getting the most bang for their buck (or money for their ad space).

**YPbPr (also Y/Pb/Pr or Y, Pb, PR)**

A set of video color spaces used to encode RGB information for progressive scan capable component video connections; the analog version of YCbCr connection, contains the luma or brightness (Y) information along with the difference between blue and luma (Pb) and the difference between red and luma (Pr).

### **ABOUT THE DOOH PRIMER**

This project was compiled using a combination of original writing and sections taken from over 400 pages of documents owned and originally produced by the five industry associations that came together to produce the project. All sources were used with permission from the five associations.

### **ABOUT THE DIGITAL SIGNAGE FEDERATION (DSF)**

DSF's Mission is to support and promote the common business interests of the world-wide digital signage, interactive technologies and the digital out-of-home network industries. The DSF is a not-for-profit independent voice of the digital signage industry reflecting the diversity of its membership. It promotes professional recognition through certifications, continuing education, conferences, publications, and presentations offered by the DSF and affiliate groups. It provides advocacy by leveraging the collective strength of members and represent their interests at the higher levels of government and the community. The DSF provides leadership and networking opportunities focused on building a strong foundation for the advancement of the digital signage industry.

For more information, please visit [digitalsignagefederation.org](http://digitalsignagefederation.org).

### **ABOUT THE DIGITAL PLACE BASED ADVERTISING ASSOCIATION (DP-AA)**

The Digital Place Based Advertising Association (DPAA) leads the Digital Out of Home (DOOH) industry as marketing to consumers *outside* the home is experiencing aggressive growth versus advertising *inside* the home, which is continuing its fragmented decline.

DPAA fosters collaboration between advertisers, agencies, ad-tech, mobile companies, location data, software, hardware and others while providing guidelines, standards, best practices and industry-wide research all promoting the effectiveness of digital place based advertising.

For more information, please visit [dp-aa.org](http://dp-aa.org)

### **ABOUT GEOPATH**

Founded in 1933, Geopath is the industry standard that powers a smarter OOH marketplace through state-of-the-art audience location measurement, deep insights and innovative market research. The organization is headquartered in New York and governed by a tripartite board composed of advertisers, agencies and media companies spanning the entire United States.

For more information, please visit [geopath.org](http://geopath.org).

### **ABOUT THE INTERACTIVE ADVERTISING BUREAU (IAB)**

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing

campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, it develops technical standards and best practices. IAB and the IAB Education Foundation are committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry.

For more information, please visit [iab.com](http://iab.com).

### **ABOUT THE OUT OF HOME ADVERTISING ASSOCIATION OF AMERICA (OAAA)**

The Out of Home Advertising Association of America (OAAA) is the national trade association for the \$7.8 billion US out of home (OOH) advertising industry, which includes digital out of home (DOOH), and is comprised of billboards, street furniture, transit advertising, and place-based media.

Comprised of 800+ member media companies, advertisers, agencies, ad-tech providers, and suppliers that represent over 90 percent of the industry, OAAA is a unified voice, an authoritative thought leader, and a passionate advocate that protects, unites, and advances OOH advertising in the United States.

For more information, please visit [oaaa.org](http://oaaa.org).

### **ABOUT THE RAVE AGENCY**

Founded in 1998, THE rAve Agency, co-owned by Gary Kayye and Sara Abrons, is a creative agency focused on B2B technology markets, particularly the audiovisual and digital signage industries. It offers consulting and creative services such as marketing strategy, market research, speaking, social media marketing and more. Gary Kayye has been an assistant professor at the UNC School of Media and Journalism, focused on advertising and new media, since 2009.

For more information, please visit [THErAveAgency.com](http://THErAveAgency.com).

