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## **Outsmart and IPAO announce the publication of OOH Payout Reporting Standards**

Outsmart, the trade body for the Out of Home advertising industry, and the IPA's outdoor specialists have announced the publication of OOH Payout Reporting Standards.

This is the first time OOH media sellers and buyers have worked together to develop, publish and implement a common standard for media payout reporting for both classic and digital inventory in the world.

Payout reporting records every time an advert is posted or played on an OOH frame or screen. The new standards provide a common file format and process for collecting and collating payout/posting reports from OOH Media Owners. They are designed for both Classic and Digital OOH and works with both online and offline traded campaigns.

For buyers, the standards provide a common format and method to collect payout reports from all media owners, tracking high volume and high velocity compliance data directly from the media owner payout service. The standard drives efficiencies by further enhancing transparency and simplifying the integration between providers and consumers of the data.

For sellers, the standards provide a common format to unite all posting and payout data with clear technical guidelines and schemas to implement into CMS systems, driving a direct data relationship with the media buyer.

The Out of Home companies that collaborated to establish the OOH Payout Reporting Standards include the media owners Clear Channel, Global, JCDecaux, Ocean Outdoor and the agencies Kinetic, Posterscope, Rapport and Talon.

Justin Cochrane, Chair of Outsmart, said: "These new standards further enhance the trust and accountability of Out of Home, giving brands even more confidence to embrace the medium."

Chris Daines Chair of IPA's Outdoor Committee said "Positive industry collaboration to develop and drive adoption of common standards is an increasingly important area for Out of Home advertising."

The OOH Payout Reporting Standards will be deployed in the UK market throughout the second half of 2021 and is available on the Outsmart Github site:

[https://github.com/Outsmart-OOH/PayoutReportingStandard/blob/main/Outsmart\\_OOH\\_PRS\\_v2-0.md](https://github.com/Outsmart-OOH/PayoutReportingStandard/blob/main/Outsmart_OOH_PRS_v2-0.md)

The standard is publicly available, license free and ready for adoption on a global basis.

ENDS

**Note to Editors:****About Outsmart**

Outsmart is the UK trade body for the Out of Home (OOH) industry. We collaborate with all parts of the industry to provide a central reference point for our members, aiming to protect and advance their relationships with the advertising community, the public and national and local government. For more information, please visit <https://www.outsmart.org.uk/>

**About IPA**

The Institute of Practitioners is the professional body that supports and represents UK advertising agencies, providing best practice standards, resources and tools to realise the potential of truly accountable and effective marketing.

**About UKOOH Standards Committee**

The UKOOH Standards Committee is a collaboration between Outsmart and IPA with a focus on the development of common standards or data points which improve cross industry operational effectiveness and efficiency