

August 2021

## ICE Methodology

### Introduction

#### ICE (Impact Calculation Estimate)

ICE generates a list of comparable frames i.e. frames that match the characteristics of the frame awaiting proper Route classification. The list is generated from frames that have been classified by Route. This allows the user to calculate temporary “average” impact figures for frames awaiting proper Route classification.

The ICE approved average impact figure of the SPACE-selected frames is for temporary use only.

The ICE figure is replaced by the Route figure. Once published, the Route figure must always be used – except for post-campaign auditing purposes that rely on the ICE figure.

ICE figures must not be conflated with, or represented as, Route numbers.

The ICE methodology has been designed by the OOH Standards Committee. It specifies how the list is to be calculated via a logic tree, which varies according to environment – see below.

SPACE provides the list of comparable frames necessary to do the calculation.

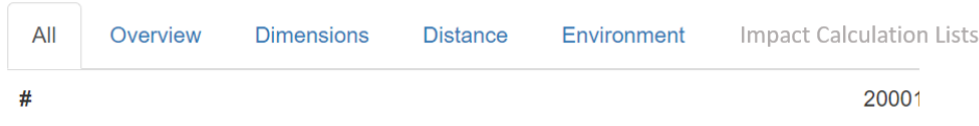
#### ICE Process in Summary

1. SPACE finds ‘similar’ frames to those awaiting classification that are also on Route – the selection is determined by SPACE not the user.
2. SPACE publishes this list of ‘similar’ frameIDs against any frame in SPACE awaiting Route classification.
3. The user puts ALL listed frameIDs into Route against the desired audience and calculates the average impact figure for those frames.
4. This is the ICE number for temporary use.
5. The user must use the full list (no cherry picking) to calculate the estimated average impact.
6. For transparency, the list of frameIDs is retained by SPACE – meaning the calculation can easily be checked by another user for accuracy.
7. Once a frame has been classified by Route, then only the official Route figure for that frame is to be used.

## User-Guide for SPACE

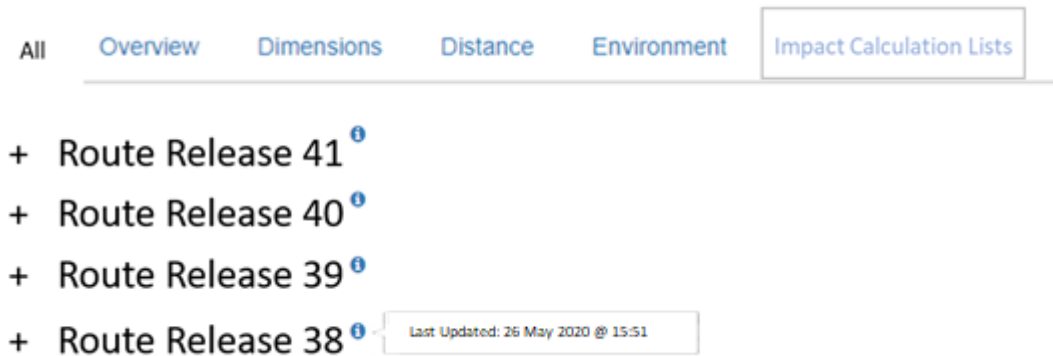
Frame *Detail* Tab – where there is no ICE list:

Current view from 'All' tab. 'Impact Calculation Lists' is greyed out and not selectable.



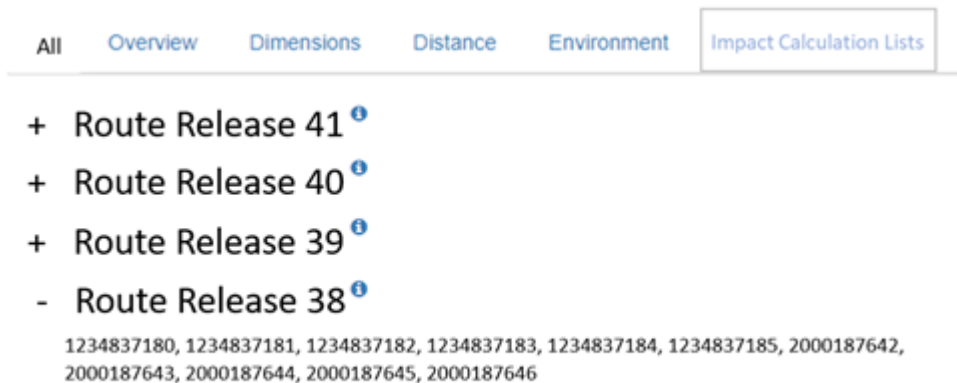
Frame *Detail* Tab – where ICE data is present:

View from 'Impact Calculation Lists' tab when data is available, default view, no specific Release list visible.



Frame Details Tab - Options Open

View from 'Impact Calculation Lists' tab when data is available, Route Release 38 list expanded.



## API Details

This will be included in a new call (not to be included in GET Frame).

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## Excel Download

An Excel file will be available for download against a single frame via a download link on the Frame Details page (in the new Impact Calculation Lists tab).

The file will contain 2 columns: Route Release and Impact Calculation List.

Example:

Route Release	Impact Calculation List
38	1234568521
38	1234568522
38	1234568523
39	1234568524
39	1234568525
39	1234568526

## XML Download

Not included

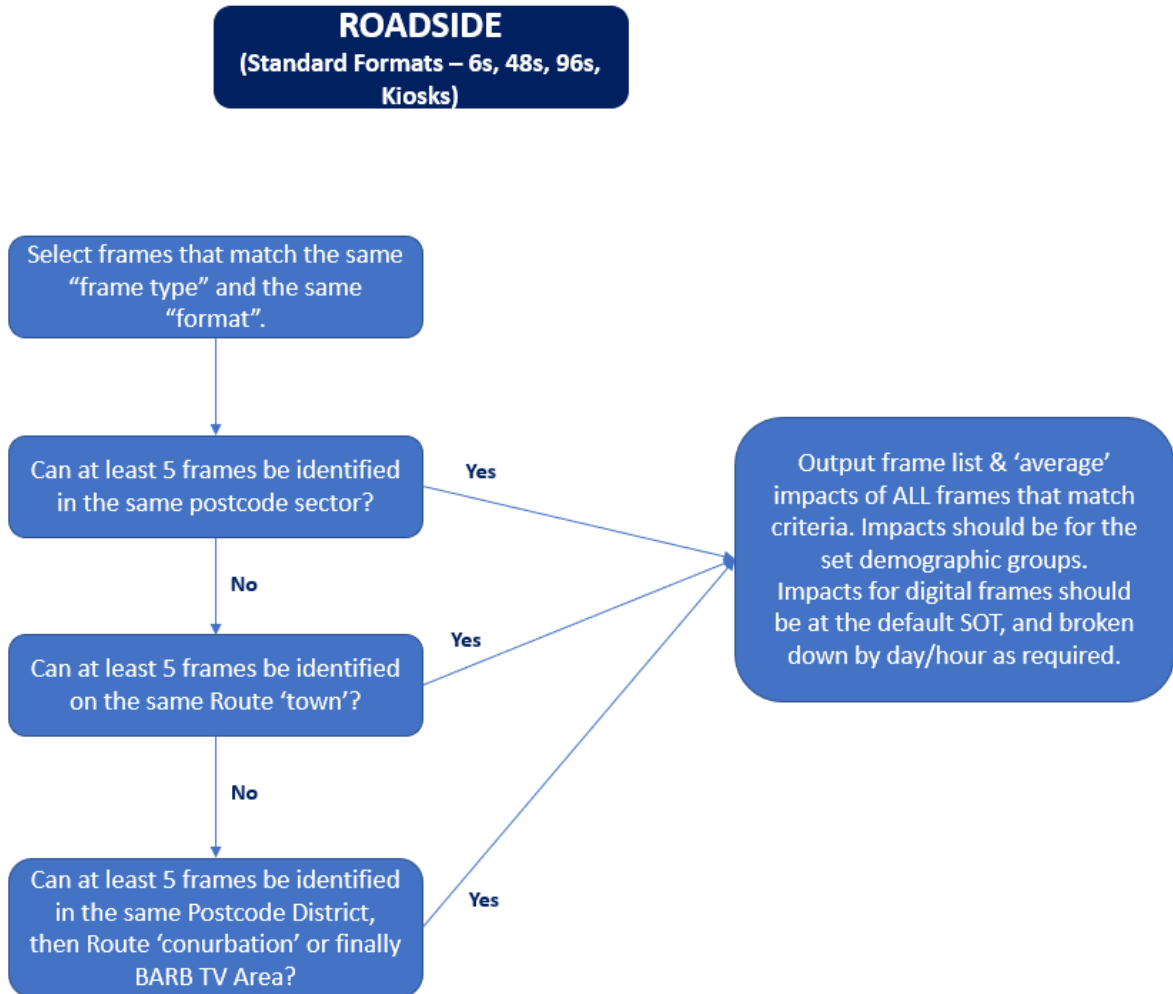
## Error Handling (for all Environments)

If it is not possible for SPACE to determine comparable frames then the following error message will be shown: "Sorry, there are not enough comparable frames for an Impact Estimation to be provided."

If SPACE is still in the process of calculating Impact Estimation for a frame the following error message will be shown: "An Impact Calculation Estimate list is being generated for this frame."

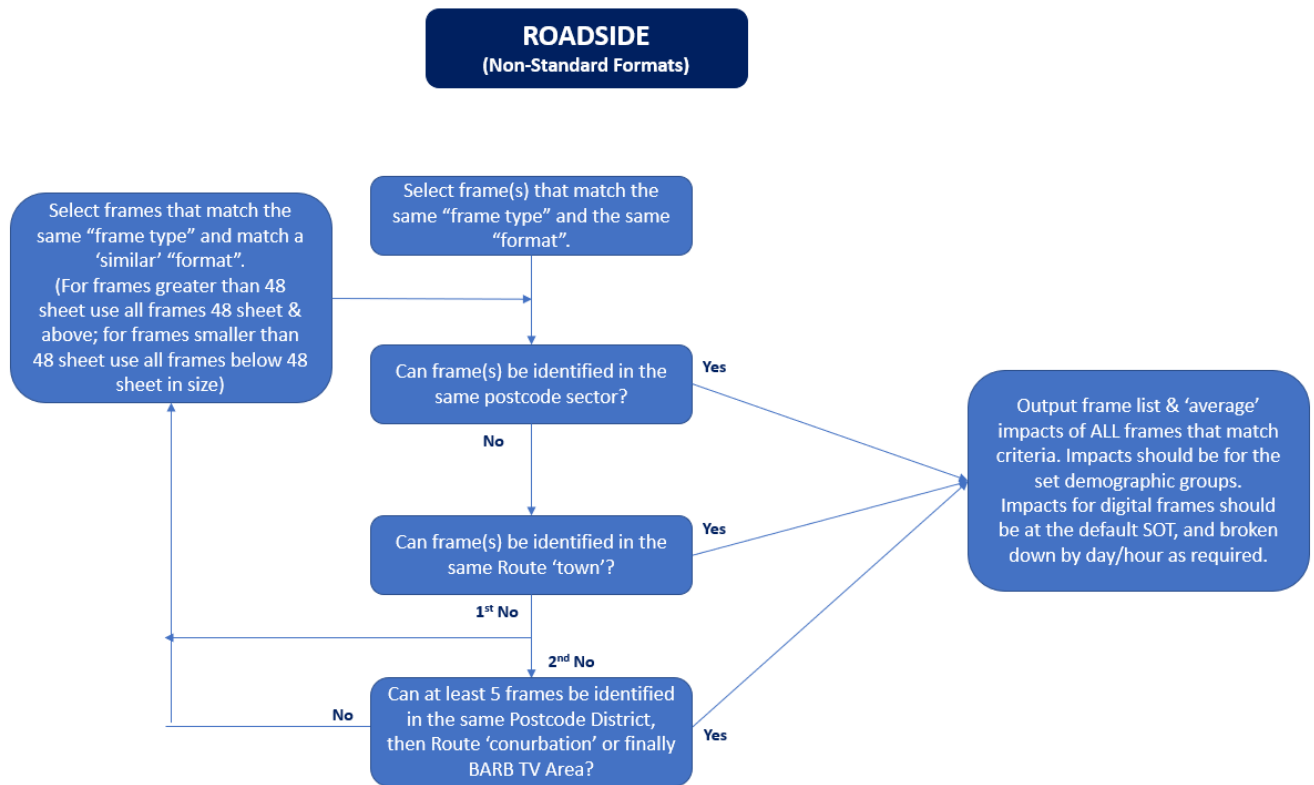
## Logic Trees for Supported Environments

### Roadside – Standard Formats



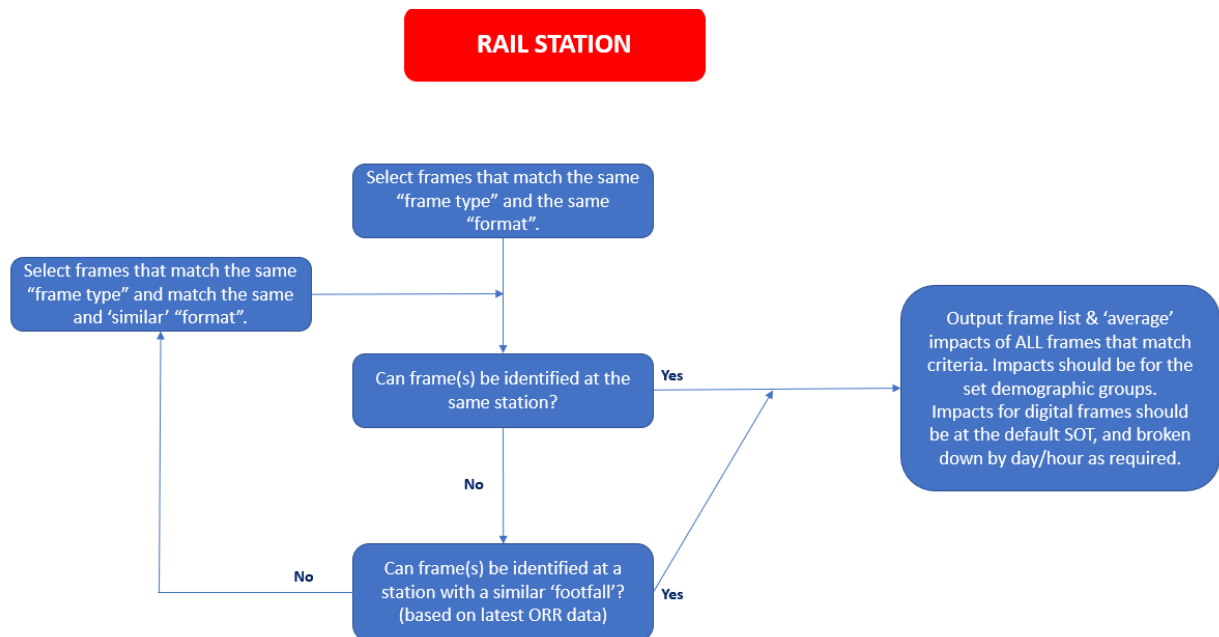
Postcode district first, then Conurbation (if it exists) then TV Area.

## Roadside – Non Standard Format



Note that there is not a requirement for 5 comparable frames, 1 is sufficient.  
 Similar format – frames selected should have surface area either  $\geq 48$  sheet or  $< 48$  sheet.  
 Postcode district first, then Conurbation (if it exists) then TV Area.

## Rail Stations



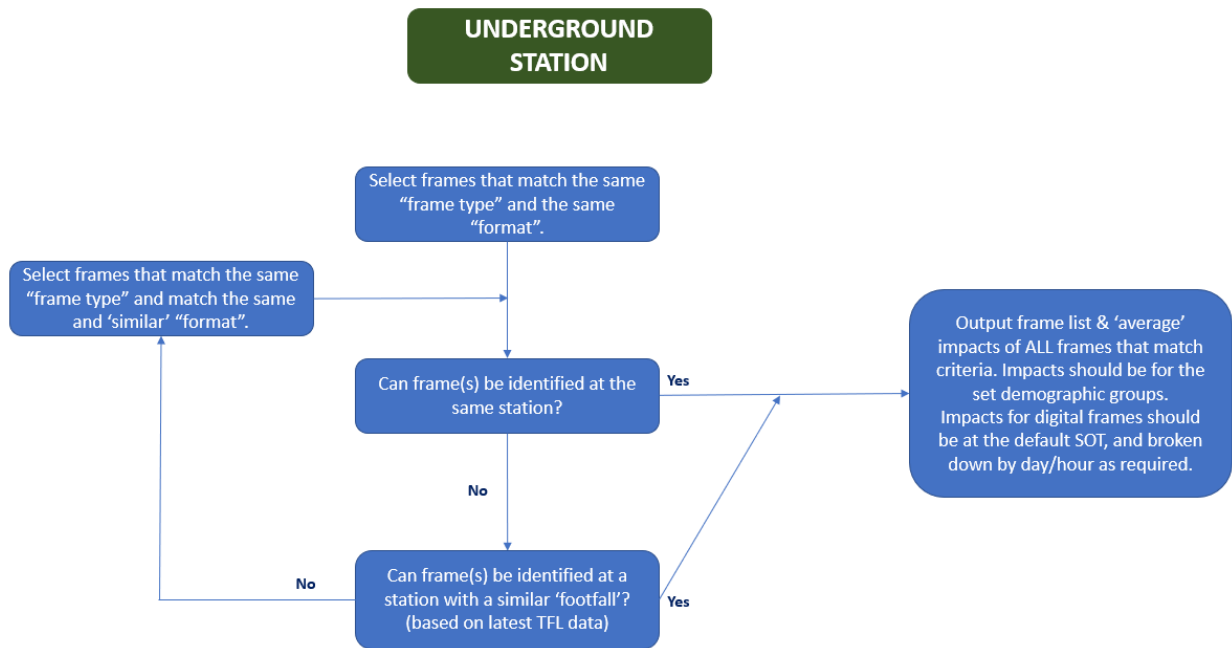
Similar format – frames selected should have surface area either  $\geq 48$  sheet or  $<48$  sheet.

Note that there is not a requirement for 5 comparable frames, 1 is sufficient.

The results are narrowed to frames in the same Locality.

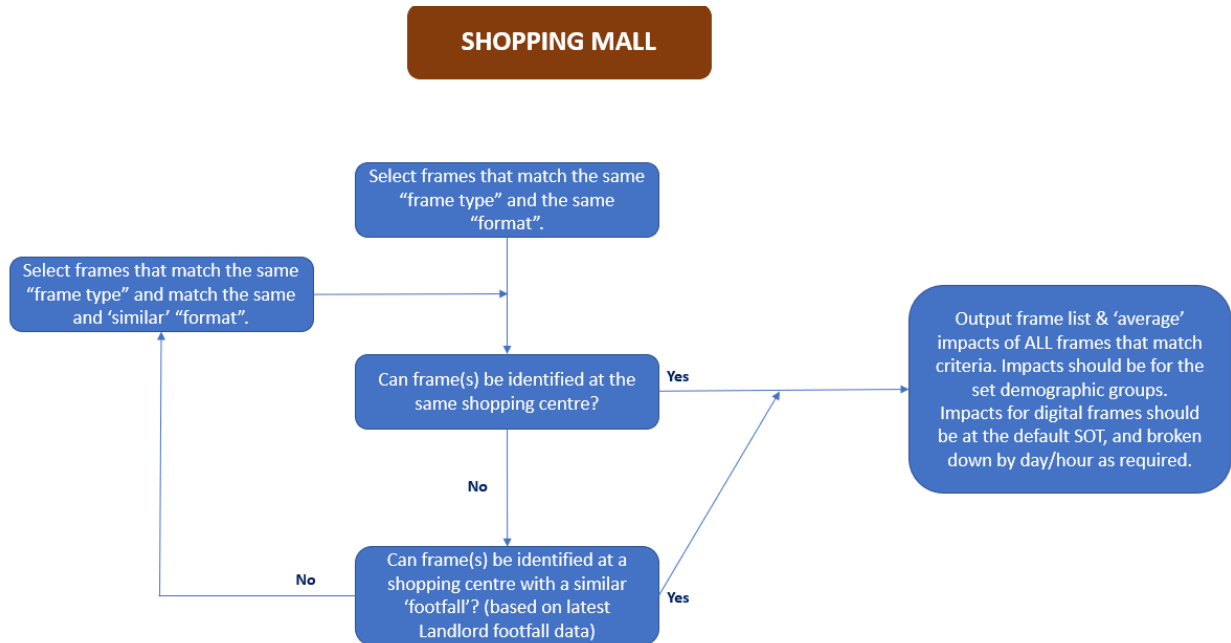
*Note: In future development of the ICE tool if there are no frames in the Locality, footfall data will be used e.g. ORR.*

## Underground Stations



Similar format – frames selected should have surface area either  $\geq 48$  sheet or  $<48$  sheet. Note that there is not a requirement for 5 comparable frames, 1 is sufficient. The results are narrowed to frames in the same Locality. *Note: In future development of the ICE tool if there are no frames in the Locality, footfall data will be used e.g. TfL.*

## Shopping Malls



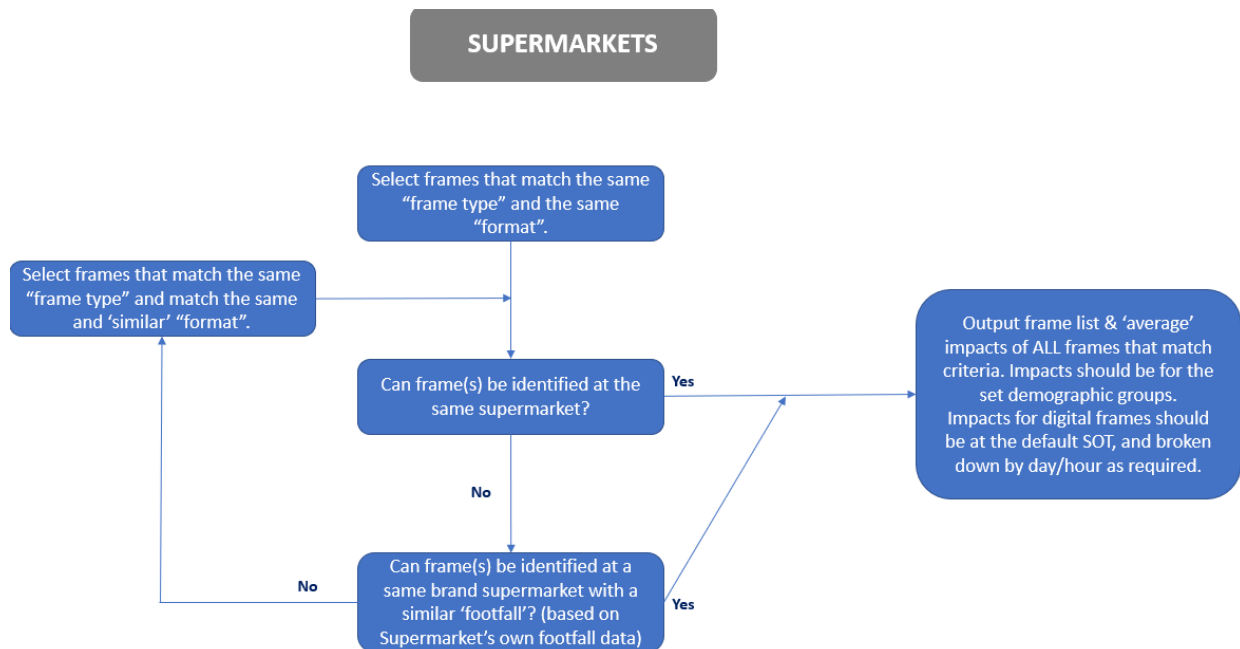
Similar format – frames selected should have surface area either  $\geq 48$  sheet or  $<48$  sheet. Note that there is not a requirement for 5 comparable frames, 1 is sufficient.

The results are narrowed to frames in the same Locality.

*Note: In future development of the ICE tool if there are no frames in the Locality, footfall data will be used e.g. Landlord figures.*



## Supermarkets



Similar format – frames selected should have surface area either  $\geq 48$  sheet or  $<48$  sheet. Note that there is not a requirement for 5 comparable frames, 1 is sufficient.

The results are narrowed to frames in the same Locality.

*Note: In future development of the ICE tool if there are no frames in the Locality, footfall data will be used e.g. Supermarket owned data.*

From time to time, Outsmart may update or amend the contents of **ICE Methodology**. Any amendments will be agreed by the OOH Standards Committee and will be communicated to Outsmart or IPA members directly.

If you have any questions regarding the ICE methodology, please contact [Andrew@outsmart.org.uk](mailto:Andrew@outsmart.org.uk) or [tim@outsmart.org.uk](mailto:tim@outsmart.org.uk)

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