

October 2021

IMS and SPACE: Accuracy of Data Guidance

Introduction

SPACE is the industry database of OOH advertising assets. The structure and scope of the database is defined by the OOH Standards Committee. Every OOH asset held within SPACE is ascribed a unique reference number (Frame ID). The characteristics of each asset are held within the database and subject to the agreed definitions. Outsmart's Council members and the IPA/O co-fund the provision of SPACE.

IMS is the tool which allows media owners to add geographical data inputs and a classification photograph to the information which already exists within SPACE, for the purposes of audience measurement by Route. The IMS is funded by OOH media owners.

It is vital that the data held in SPACE and the IMS is accurate.

This document sets out self-regulatory guidance to ensure accuracy is maintained and new frames can be traded as soon as possible. The guidance has five aspects:

1. SPACE Data Checks – this ensures the accuracy of a media owner's individual frame data in SPACE.
2. Challenge procedure – this ensures accountability & quality of the data in both SPACE & Route
3. ICE (Impact Calculation Estimate) – this generates a list of comparable frames, allowing the user to calculate a temporary "average" impact measurement for frames awaiting proper Route classification.
4. IMS App – this provides photographic evidence of frames in situ via a mobile app – directly linked to the IMS
5. IMS Guidance – the "do's & don'ts" when using the IMS

1. SPACE Data Checks

SPACE performs a series of checks on all frames and produces a list of frames that require checking for accuracy based on established criteria. The list is sent to individual media owners in .xls format. It is incumbent on media owners to examine the list and where necessary amend their frame data to ensure the accuracy of all data held.

Example criteria: Frame data held in SPACE must conform to planning consents regarding what can be displayed i.e. sold, irrespective of the technical capabilities of the frame itself.

Therefore digital roadside frames must be described as "static" in SPACE because moving images, animation, video or full motion images must not be displayed on them ***unless consent has been granted by the Local Planning Authority for motion.***

2. Challenge Procedure

Any Outsmart or IPAO member can inspect the accuracy of data that exists against an individual frame within SPACE or the IMS and challenge it.

Challenging SPACE data

Log into SPACE and view the details of any specific frame. In the top right-hand corner, there is a button labelled “Challenge Data” which opens a free-text field, and allows the user to type the details of the challenge they wish to raise against that frame.

A challenge generates an email to the relevant media owner, Outsmart and Mediatel. The media owner can ‘accept’ the challenge and amend their data in SPACE or the IMS, or ‘reject’ by providing details of why the challenge has been rejected. Outsmart will adjudicate on the challenge and, if warranted, may refer the challenge to the OOH Standards Committee for a final decision.

Challenging IMS data

Outsmart can provide any Outsmart or IPAO member an additional IMS login to enable “read only” access to the most recent IMS data that has been submitted to Route for a frame. This includes location, orientation, maximum visibility length, confirmed ‘links’ to the visibility of a frame and associated presentation/classification photographs.

To challenge IMS data use the “Challenge Data” button *in SPACE* against the individual frame and type the details of the challenge relating to the IMS data. As with SPACE data, Outsmart will adjudicate on the challenge and, if warranted, may refer the challenge to the OOH Standards Committee for a final decision.

To ensure the Challenge Process is manageable and carefully undertaken in good faith, Outsmart limits the number of challenges made per company to 50 challenges per year.

- Each successful challenge does not reduce the remaining available challenges.
- Each unsuccessful challenge reduces the number of challenges remaining by 1.
- A challenge that identically applies to multiple frames can be submitted as 1 challenge.

Successful challenges will result in the frame requiring rectification by the media owner in SPACE and/or IMS within 2 weeks.

Outsmart logs all challenges and presents a detailed report to the OOH Standards Committee each quarter.

3. ICE (Impact Calculation Estimate)

ICE provides a list of 'similar' 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. See [ICE Methodology](#) for further details.

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.

4. IMS App

The IMS App links your mobile device to the IMS. One benefit is that classification & presentation photos can be uploaded into the IMS via the App. This will enable accurate 'live' panel data in the IMS to be enhanced with better quality photographs.

Access to downloading the IMS App & the user guide can be found here **link to document on Outsmart website**. Training can be provided if required.

5. IMS Guidance

Mediatel will soon begin daily updates from SPACE to the IMS to enable visibility in the IMS as soon as possible. This will include any frames with a "Future Live Date" set against it. NB: the "Future Live Date" is a field in SPACE & does not relate to any data field in the IMS.

To ensure the accuracy and integrity of IMS data please observe the following "Do's and Don'ts".

Do's

- Use the IMS App for photographs for new builds – especially as Google Streetview is unlikely to be up to date.
- Only make frames 'live' in the IMS that have been constructed & are able to accept advertising displays.
- Ensure the accuracy of the positioning of the frame.
- Ensure the accuracy of the orientation of the frame.
- Ensure the accuracy of the maximum length of visibility of the frame.
- Ensure the accuracy of the confirmation of 'links' within the visibility cone.

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- Please contact Outsmart if you are uncertain about whether frames can/cannot be made 'live'.

Don'ts

- Use 'mock-ups' for presentation photographs.
- Use Google Streetview 'photos' if the frame is not clearly visible within the Streetview image.
- **Make 'live' any frame that is not capable of displaying advertising e.g. the frame is under construction, awaiting planning consents, etc – this includes any frames uploaded from SPACE with a "Future Live Date" that has not yet been constructed.**

From time to time, Outsmart may update or amend the contents of *IMS and SPACE: Accuracy of Data Guidance*. 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, please contact Andrew@outsmart.org.uk or tim@outsmart.org.uk