

OUTSMART

Key terms and definitions

The key terms and definitions, as described below, offer a way for the OOH industry to use a unified language to talk about reporting and delivery.

Notes:

Play – A play in DOOH differs from an impression in online, as it has a defined length, start and end time.

Impact – [As defined by Route](#), the definition of an Impact is that it uses LIKELIHOOD TO SEE (LTS), not OPPORTUNITY TO SEE (OTS). In other words, it is adjusted for VISIBILITY.

Terms	Definitions
Spot length	The amount of time the advertiser has to play their creative in – If an advertisement is on screen for this length of time, this constitutes one play.
Served Plays	The number times a creative (with a defined spot length) has started playing but it may not have been fully played.
Delivered Plays	The number times a creative (with a defined spot length) is fully played.
Delivered Impacts	The number of times that a creative has been viewed - as defined by Route's impact scores.
Share of time	An average % share of total time across the dimensions reported on for the campaign (e.g. play, hour, panel, geography)
Share of impacts	An average % share of viewed impacts across the dimensions reported on for the campaign (e.g. play, hour, panel, geography).
Reach and frequency	The number of individuals reached by a campaign and the frequency of their exposure. – as defined by Route
Summary Report	An aggregated summary of where, when and what ad has served, as defined by the "Summary Report" data standard.
Playout	A record of where, when and what ad has served, as defined by the "Playout" data standard.

Assets: Definitions

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 the database is ascribed a unique reference number (Frame ID).

The characteristics of each asset are held within the database and subject to the agreed definitions.