

OUTSMART

Language and Reporting Standard
v1.0 - July 2018

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About Outsmart

Outsmart is the UK trade body for the Out of Home advertising industry. Our members include the biggest sellers of OOH advertising in the UK: Clear Channel UK, Exterior Media, JCDecaux, Ocean Outdoor, Outdoor Plus and Primesight.

About OOH Industry Standards Committee

The OOH Standards Committee has representation from both Outsmart and IPAO. The IPAO represents the biggest buyers of Out of Home advertising. The committee consults, develops and agrees upon standards which are required to improve the efficiency and effectiveness of the operation of Out of Home Buying and Selling

About Language and Payout Reporting Sub-Group

The Language and Payout reporting sub-group is a part of the OOH Industry Standards Committee. This group of experts sourced from Media Owners, Agencies and Specialists from the OOH Industry, were challenged to create a standardised language for payout reporting. This was to include key terms, definitions, reporting levels and data standards to enable standardised and accountable reporting of delivery metrics.

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Introduction

The agreed Language and Reporting standards impact any business that sends, receives or processes OOH reports. This includes Media Owners, Specialists, Agencies and technology providers.

The first part of this document refers to the language (***Key terms and definitions***) used to describe key elements of an OOH advertising campaign and sets out some definitions and explanations to give all parties a shared nomenclature to refer back to when discussing reporting.

The second part of this document refers to a set of 6 ***Reporting Levels*** that share the granularity and accountability of the type of reporting that can be produced by a company. – A further update to this document is expected to cover Level 6 in more detail in the future.

The final part of this document sets out the expected ***Data Standards*** of how this data should be provided, for those companies sending or receiving this data between them.

The following document is a guideline that covers the minimum detail required and future revisions to this document may add additional requirements.

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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.

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Reporting Levels

This table sets out the attributes that differentiate the types of standard report.

Further work is to be undertaken on Level 6 to standardise transmission of Playout level data.

	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
Type of Reporting	Self-declaration	Standardised Report	Standardised Report	Standardised Report	Standardised Report	Self-service / API
Granularity	By day and hour	By day and hour	By day and hour	By day and hour	By playout	By playout
Metrics	Booked Plays Delivered Plays	Booked Plays Delivered Plays	Booked Plays Delivered Plays	Booked Plays Delivered Plays	Individual Play	Individual Play
Fields	Start Date Start Time End Date End Time Spot length Share of Time Frame reference	Start Date Start Time End Date End Time Spot length Share of Time Frame ID	Start Date Start Time End Date End Time Spot length Share of Time Frame ID Creative ID	Start Date Start Time End Date End Time Spot length Share of Time Frame ID Creative ID	Start Date Start Time End Date End Time Order ID Frame ID Creative ID Share of Time	Start Date Start Time End Date End Time Order ID Frame ID Creative ID Share of Time
Delivery	5 working days	5 working days	3 working days	1 working day	3 working days	Next day

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The “Summary Report” Data Standard

This is the standard for day/hour specific reporting that can be shared with customers to report on order-specific campaign delivery.

The attached examples assume that they are accompanied by an Order ID that references that specific campaign.

Element	Syntax (Example)	Description
Start Date	dd/mm/yyyy (29/03/2018)	The start date of the reported plays
Start Time	xx:xx:xx (14:00:59)	The start time of the reported plays (From 00:00:00 to 23:59:59)
End Date	dd/mm/yyyy (29/03/2018)	The end date of the reported plays
End Time	xx:xx:xx (14:00:59)	The end time of the reported plays (From 00:00:00 to 23:59:59)
Spot Length	hh:mm:ss (00:00:10)	The amount of time the advertiser has to play their creative in. *not required for Paper
Share of time	xx.xx% (33.33%)	A percentage (2 decimal places) that shows the percentage of total time an ad served on that frame, for that hour.
Order ID	[text/numeric] (n/a)	A unique number or string (agreed by buyer and seller) that defines a unique order. (no punctuation)
Creative ID	[text/numeric] (n/a)	A unique number or string (agreed by buyer and seller) that defines a unique creative. (no punctuation)
Frame ID	[xxxxxxxxxxx] (1234567890)	A 10 digit number (as provided by SPACE) that dictates the Frame that the plays served to.
Frame Reference	[text/numeric] (n/a)	A unique number or string (defined by Media Owner) that defines a unique frame. (no punctuation) - self-declaration reports only
Booked Plays	[numeric] (100000)	The number of plays that has been purchased by the client/specialist, for that hour. (no punctuation)
Delivered Plays	[numeric] (100000)	The number of plays that has been delivered by the media owner, for that hour. (no punctuation)

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The “Playout Report” Data Standard

This is the standard for reporting on the display of campaigns that can be shared with customers if more granular detail is required.

Element	Syntax (Example)	Description
Start Date	dd/mm/yyyy (29/03/2018)	The start date of the reported play
Start Time	xx:xx:xx (14:00:59)	The start time of the reported play (From 00:00:00 to 23:59:59)
End Date	dd/mm/yyyy (29/03/2018)	The end date of the reported play
End Time	xx:xx:xx (14:00:59)	The end time of the reported play (From 00:00:00 to 23:59:59)
Order ID	[text/numeric] (n/a)	A unique number or string (agreed by buyer and seller) that defines a unique order. (no punctuation)
Creative ID	[text/numeric] (n/a)	A unique number or string (agreed by buyer and seller) that defines a unique creative. (no punctuation)
Frame ID	XXXXXXXXXX (1234567890)	A 10 digit number (as provided by SPACE) that dictates the Frame that the ad served to.
Share of Time	xx.xx% (33.33%)	A percentage (2 decimal places) that shows the percentage of total time an ad served on that frame.

Appendix: Example Reports

Level 1 – Summary Report Example (Classic OOH)

Start Date	Start Time	End Date	End Time	Share of time	Frame Reference	Booked Plays	Delivered Plays	Delivery %
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	asdvghGS812	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	asdvghGS813	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	asdvghGS814	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	asdvghGS815	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	asdvghGS816	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	asdvghGS817	1	1	100%

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Level 1 - Summary Report Example (DOOH)

Start Date	Start Time	End Date	End Time	Spot Length	Share of time	Frame Reference	Booked Plays	Delivered Plays	Delivery %
09/04/2018	07:00:00	09/04/2018	07:59:59	00:00:10	16.66%	asdvghSO135	60	60	100%
09/04/2018	08:00:00	09/04/2018	08:59:59	00:00:10	16.66%	asdvghSO135	60	60	100%
09/04/2018	09:00:00	09/04/2018	09:59:59	00:00:10	16.66%	asdvghSO135	60	60	100%
09/04/2018	10:00:00	09/04/2018	10:59:59	00:00:10	16.66%	asdvghSO135	60	60	100%
09/04/2018	11:00:00	09/04/2018	11:59:59	00:00:10	16.66%	asdvghSO135	60	60	100%
09/04/2018	12:00:00	09/04/2018	12:59:59	00:00:10	8.33%	asdvghSO135	60	30	50%

Level 2 - Summary Report Example (Classic)

Start Date	Start Time	End Date	End Time	Share of time	Frame ID	Booked Plays	Delivered Plays	Delivery %
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159856	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159857	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159858	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159859	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159860	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159861	1	1	100%

Level 2 - Summary Report Example (DOOH)

Start Date	Start Time	End Date	End Time	Spot Length	Share of time	Frame ID	Booked Plays	Delivered Plays	Delivery %
09/04/2018	07:00:00	09/04/2018	07:59:59	00:00:10	16.66%	1234158965	60	60	100%
09/04/2018	08:00:00	09/04/2018	08:59:59	00:00:10	16.66%	1234158965	60	60	100%
09/04/2018	09:00:00	09/04/2018	09:59:59	00:00:10	16.66%	1234158965	60	60	100%
09/04/2018	10:00:00	09/04/2018	10:59:59	00:00:10	16.66%	1234158965	60	60	100%
09/04/2018	11:00:00	09/04/2018	11:59:59	00:00:10	16.66%	1234158965	60	60	100%
09/04/2018	12:00:00	09/04/2018	12:59:59	00:00:10	8.33%	1234158965	60	30	50%

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Level 3/4 - Summary Report Example (Classic)

Start Date	Start Time	End Date	End Time	Share of time	Frame ID	Creative ID	Booked Plays	Delivered Plays	Delivery %
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159856	adfgj123	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159857	adfgj123	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159858	adfgj123	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159859	adfgj123	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159860	adfgj123	1	1	100%
09/04/2018	00:00:00	22/04/2018	23:59:59	100.00%	1234159861	adfgj123	1	1	100%

Level 3/4 - Summary Report Example (DOOH)

Start Date	Start Time	End Date	End Time	Spot Length	Share of time	Frame ID	Creative ID	Booked Plays	Delivered Plays	Delivery %
09/04/2018	07:00:00	09/04/2018	07:59:59	00:00:10	16.66%	1234158965	capad653	60	60	100%
09/04/2018	08:00:00	09/04/2018	08:59:59	00:00:10	16.66%	1234158965	capad653	60	60	100%
09/04/2018	09:00:00	09/04/2018	09:59:59	00:00:10	16.66%	1234158965	capad653	60	60	100%
09/04/2018	10:00:00	09/04/2018	10:59:59	00:00:10	16.66%	1234158965	capad653	60	60	100%
09/04/2018	11:00:00	09/04/2018	11:59:59	00:00:10	16.66%	1234158965	capad653	60	60	100%
09/04/2018	12:00:00	09/04/2018	12:59:59	00:00:10	8.33%	1234158965	capad653	60	30	50%

*Example of multiple creatives

Start Date	Start Time	End Date	End Time	Spot Length	Share of time	Frame ID	Creative ID	Booked Plays	Delivered Plays	Delivery %
09/04/2018	07:00:00	09/04/2018	07:59:59	00:00:10	16.66%	1234158965	capad653	60	60	100%
09/04/2018	07:00:00	09/04/2018	07:59:59	00:00:10	16.66%	1234158965	gftdxs456	60	60	100%

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Level 5/6 Payout Example (Classic)

Start Date	Start Time	End Date	End Time	Order ID	Frame ID	Creative ID	Share of Time
09/04/2018	00:00:00	09/04/2018	23:59:59	302jaks2	1234159856	adfgj123	100%
09/04/2018	00:00:00	09/04/2018	23:59:59	302jaks2	1234159857	adfgj123	100%
09/04/2018	00:00:00	09/04/2018	23:59:59	302jaks2	1234159858	adfgj123	100%
09/04/2018	00:00:00	09/04/2018	23:59:59	302jaks2	1234159859	adfgj123	100%
09/04/2018	00:00:00	09/04/2018	23:59:59	302jaks2	1234159860	adfgj123	100%
09/04/2018	00:00:00	09/04/2018	23:59:59	302jaks2	1234159861	adfgj123	100%

*Level 6 also includes self-service/API

Level 5/6 Payout Example (DOOH)

Start Date	Start Time	End Date	End Time	Order ID	Frame ID	Creative ID	Share of Time
09/04/2018	07:00:00	09/04/2018	07:00:09	254fdsn7	1234158965	capad653	100%
09/04/2018	07:01:10	09/04/2018	07:01:19	254fdsn7	1234158965	capad653	100%
09/04/2018	07:02:20	09/04/2018	07:02:29	254fdsn7	1234158965	capad653	100%
09/04/2018	07:03:30	09/04/2018	07:03:39	254fdsn7	1234158965	capad653	100%
09/04/2018	07:04:40	09/04/2018	07:04:49	254fdsn7	1234158965	capad653	100%
09/04/2018	07:05:50	09/04/2018	07:05:59	254fdsn7	1234158965	capad653	100%

*Level 6 also includes self-service/API