OUTDOOR MEDIA ASSOCIATION

Out of Home Standardisation

Version 2.0 / November 2023
Updates include: Lunar Calendar, adjustment to SOT rules, and Verification Standards.

Introduction
MOVE Team

Making it easier to buy

Being everywhere in the real-world for everyone to see is one of Out of Home (OOH) advertising's most compelling virtues. OOH signs are seen by people, as they commute, shop, work, study and play. This ubiquity gives brands the opportunity to broadcast their messages on OOH signs to the right people, at the right time and in the right place.

With a variety of formats, environments, and locations on offer — from large and small-scale roadside billboards, to train concourses; from shopping centres, to cafes, gyms, universities and office buildings, OOH signs offer brands a lot of choice.

With all this on offer and more innovations in the pipeline like programmatic, it is critical for the industry to make the channel easier to transact. It is to this end that we have developed these standards to make OOH easier to buy.

This document has been created in consultation and collaboration with the MFA (Media Federation of Australia) and the OFC (Outdoor Futures Council).

Making it easier to measure

Advertising investment in OOH has steadily increased over the last nine years, from $500M in 2013 to $1B in 2022.

This investment has been driven by growing audiences, advances in audience measurement, and the agencies and advertisers who have embraced the opportunities of Digital Out of Home (DOOH).

Providing more transparent and tangible proof to back the investment is the impetus for upgrading the industry's audience measurement system MOVE (Measurement of Outdoor Visibility and Exposure).

In 2022 we launched MOVE 1.5 as an interim measure for DOOH that delivers reach and frequency for digital signs, as well as measuring impact.

MOVE 2, due to be launched in 2024, will evolve MOVE to include regional and seasonal, cover all formats, and have the capability to measure audiences accurately for both digital and classic signs.

Having a consistent standard nomenclature that describes, formats, geography, sales, and verification in tandem with an enhanced audience metric will transform how we do business and will help propel the next stage of growth.

A future-proofed industry

Beyond simplifying the buying and selling process, standardisation also lays the groundwork for the industry to adopt new tools and technologies. This innovation is set to grow with the increasing use of data driving more programmatic campaign sales, targeting audiences, locations and moments that can be bought and sold at the click of a button.

This automation needs a streamlined and consistent framework for the industry to trade from.

Standardisation is just one of a suite of innovations we are undertaking to future-proof and propel the industry forward. There is more work to do, and our growth over the next three to five years will be a testament to the foundations we are laying at this time.

MOVE Team

Standardisation Coverage

The OMA Standardisation Committee have worked in collaboration with the MFA's Outdoor Futures Council to agree on a common set of business processes and practices, and nomenclature that makes it easier for clients and agencies to understand how to buy Out of Home (OOH) advertising.

The following are the initial areas where standardisation will be achieved:

SECTION 1

Consistent definitions and descriptions, aligned with other sources, eg IAB and global markets.

Language & Terminology

SECTION 2

Common naming protocols identified for sign types and common ratios.

Environment & Common Ratios

SECTION 3

Industry-agreed geographical areas and descriptions.

Geography

SECTION 4

DOOH currency across the industry sold as Share of Time, exceptions noted in the Insertion Order.
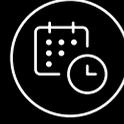
Sales

SECTION 5

Principles and recommendations for best practice in verification of delivery of Out of Home advertising.

Industry Verification

Contents

Standardisation is just one of a suite of innovations to future-proof and propel the industry forward into the next decade.

1.1   Play

Play composition

An advertisement that was reported to have been played to the Digital Out of Home (DOOH) screen. Note that in the vast majority of DOOH experiences, all advertisements (when served) are fully viewable for the entirety of the play. This type of event is not considered an impression, for an 'impression' to occur, there needs to be an audience and an Opportunity to See (OTS).

Visibility adjusted contact

A unit of measure that includes the total number of people with an OTS, aka traffic, and accounts for dwell time, size of the Out of Home (OOH) display, and environmental clutter, calibrated to the media's spot length. It can also be explained as the total number of times people passing a DOOH display are likely to notice a message, ie Likelihood to See (LTS). This concept is sometimes referred to as 'Visibility Adjusted Impact', or 'VAI' or in the US is often referred to as an audience impression.

Audience reach measurement

A term that provides a count of the total number of people who were likely to be exposed to the message. In DOOH scenarios, the expected application of audience reach measurement is to count people. On occasions where individual devices are used as a proxy for people, eg mobile unique IDs, this should be explained in the methodology.

In DOOH scenarios, the expected application of Audience Reach Measurement is to count people.

1.2   Common OOH terms

Audience composition
The demographic, socioeconomic, or behavioural profile of the network's audience that is inclusive of the percentage of the total audience falling in each segment.

Coverage
The audience impressions within the geographical area covered by reporting, can sometimes be referred to as reach per cent or 000s.

Cost per thousand
The cost (price) to deliver 1,000 impressions or contacts.

Cost per play
The cost (price) to deliver an advertisement play. Variations in the advertising play length between locations may exist, as the play length is determined by other factors, eg Roadside is affected by state and local government planning laws and these differ across Australia.

Cost per play (and cost per minute) is determined by the on and off time per screen. However, if agreed by the seller and buyer, the time period of analysis can be modified. This is particularly important as cost per play (and cost per minute) should take into account the effective audience period, eg 95 per cent of Roadside audience is between 6am and 11 pm, so only plays in this period should be used for analysis.

Cost per minute
The cost (price) to deliver a minute of total advertisement play independent of audience. As with cost per play, the effective audience period should be taken into account for any analysis.

Dwell time
The length of time an individual is in a screen exposure zone which is a location from which the screen is visible and, if appropriate, audible. [1]

Exposure or opportunity to see
The number of people in the defined screen exposure zone while content is deemed to be viewable, though this does not require that the content be viewed or listened to. Exposure is also often referred to as OTS or viewable impression.

Average frequency
The number of times the target audience is typically exposed to content, advertising, or a specific advertisement, in the defined time frame.

Average frequency represents the average exposure when used in conjunction with cumulative reach estimates, although it can also be reported on the basis of specific exposure levels when evaluated in the context of discrete reach estimates through frequency distribution analyses. [1]

In a similar vein, effective frequency refers to the number of exposures necessary to make an impact and obtain communication goals.

Notice
The percentage of respondents who claimed to have noticed a media unit.

Media unit
A unit defined by the DOOH network, used to describe the physical device on which a DOOH play will occur. Common media unit type references in Australia include panels, site or faces. Most often for digital place-based networks, a media unit is a single screen, however in locations where multiple screens are combined to portray content that is larger than one screen, the entirety of the group of screens may be referred to as a single media unit.

Play length
The interval of time when a DOOH message is viewable. Also referred to as message duration in other markets.

Reach
The net (unduplicated) count or percent of the defined universe of the target audience exposed to content, advertising, or a specific advertisement, in a screen within a defined time frame. This time frame can be a day, week, or month, or even less-frequent time periods although more frequent reports are generally desirable to users. [1]

Rotations/faces
The number of advertising and content plays in a loop. Most DOOH displays will have multiple advertisers in a rotation.

Section 01
Language and Terminology

1.2   Common OOH terms

Screen
A device or medium designed to deliver digital place-based, DOOH, and / or advertising content whether it be video, audio, or both.

Target audience
Any audience reflecting the most desired consumer prospects for a product or service, defined by age, gender, race, ethnicity or income, or their combinations for any geographic definition. Expanded targets include purchasing, behavioural, and audience segmentations.

Unique reach
The unduplicated audience that has an opportunity to see any message during a reporting period. Can also be referred to as reach.

Universe
A geographic universe or coverage definition stated on the basis of population amounts is required for digital place-based / OOH networks subject to measurement. These may be customised or limited based on the specific attributes of the network and the associated venue traffic.

Environment
The place and location of the advertising network and screens. Examples include supermarkets, shopping centres, office buildings and other places where consumers can be found.

Impression multiplier [2]
The impression multiplier is a greater than zero (but can be less than one) value passed on through the bid request by an exchange to signify the audience impression count, or potential number of viewers, for that particular opportunity or request. Impression multipliers are measured in a few ways by vendors — it is the inventory provider's choice which vendor or methodology they use.

These audience impressions are calculated by taking the won or earned impression and multiplying it by the impression multiplier passed by the exchange. This allows advertisers to understand the true potential number of viewers of an OOH campaign and not just the number of times the advertisement was shown.

Audience contacts
Audience contacts represent how many people have travelled past or waited near the sign. These can be represented as total people, ie OTS, or visibility adjustment may also apply to create LTS. A person is counted once for each single journey past the sign. Audience contacts can be reported over time across multiple days as reach and frequency.

Audience impressions
Audience impressions represent how many views of the advertiser's campaign has occurred as people have travelled past or waited near the sign. A person may be counted as having viewed the advertiser's campaign more than once in a single journey if they dwelled long enough to see the same advertiser again. Audience impressions typically include visibility of the sign (to the audience) in the methodology. Audience impressions can be reported over time across multiple days as reach and frequency.

1.3   Creative specification nomenclature

Orientation
The orientation of the media unit. Should be referred to as either landscape or portrait.

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[2] The OMA is working with it's members and the OFC to derive a common approach.

1.4   Audience targeting terms

Audience composition
Attributes of the audience of a given campaign or set of campaigns. Very often based on demographic attributes, eg 44 per cent female / 56 per cent male, or geographic attributes.

Audience reach percentage
Percentage of an addressable target audience reached by a given campaign.

Behavioural profiles
Profile based on past-observed behaviour, typically within 30–90 days of recency. Includes profiles based on movement / visits to particular destinations, eg shopping centres, recreational areas, and sporting venues. Behavioural and transactional data profiles may or may not refer to a profile about unique users.

Behavioural segments
Segmenting audiences that are defined by previous behaviours, frequently their recent online behaviour, or offline purchases and places they frequented. For example, an auto advertiser may seek to reach anyone who's visited an auto review site in the last 30 days, or transactional data that deliver behavioural attributes of luxury car buyers, who pass specific locations.

Buyer-graphic
Profile based on past purchase behaviour, eg What items? When? How much was spent?

Census demographics
The Australian Bureau of Statistics (ABS) population statistics.

Consumer spending data
Data on consumer spending.

Demo targeting
Targeting audiences that are defined by demographic attributes, ie age, gender, household income, presence of children.

Geographic targeting
Targeting audiences defined by their location in the real-world. Location attributes can vary from granular attributes such as mobile / GPS-enabled latitude / longitude data to broader attributes as post code or state/province.

In technical specifications, targets may simply be referred to as 'geo', 'user', 'audience' without spelling out the full term.

Look-alike targeting
Targeting audiences that have some number of attributes in common with an audience of interest. For example, an advertiser may target 'look-alikes' of past purchasers, ie people who share demographic or behavioural characteristics of past purchasers but have not themselves made a purchase.

Psychographic targeting
Targeting audiences defined by personality, interests, attitudes or mindsets, eg financial optimists, environmentally conscious consumers. Often driven from offline surveys and stated preferences.

Retargeting
Targeting audiences that are defined by having recently been exposed to or shown interest in an advertiser, including:

— being at an advertiser's store location or

— being exposed to a previous advertisement (either OOH or another media) or

— visiting an advertiser's website (online or mobile)

Geotargeting
Targeting audiences based on defined geographical locations.

Segmentation
Dividing a broad group of consumers or businesses into subgroups (known as segments) based on shared demographic / psychographic / behavioural attributes. Segmentation is often used to create target audiences (comprised of one or more segments) or to customise an offer or message for specific segments.

Buying demographic
Audience segment that is built from past transactional behaviour. Target audience is defined by a certain attribute or set of attributes, eg women aged 18–24, sports car lovers, shoppers in-market for a new sedan.

1.4 Audience targeting terms

Share of time
The measure (percentage share) of display time received out of the total display time, including content, other commercial arrangements and programmatic, over a defined and agreed buying period and expressed as a percentage.

Unless otherwise stated, the advertiser's Share of Time (SOT) booked will apply to each location and will be evenly distributed by hour, day, week at each location. Any variation will be noted in the Insertion Order (IO).

Commercial share of time
Amount of advertising display time received out of the total display time of all advertisers. Usually calculated over the media unit purchase period.

Campaign period
Contracted period of time during which advertising will appear.

Advertising display period
The period of time in which the advertising play will occur, this can be a portion of a day, week or entire week and can occur for multiple weeks within the campaign period.

Screen operating (on / off) hours
The period of time each day the sign location is displaying advertising and content. This should take into account effective audience period. For example, lift operating hours in office buildings are much longer than the operational hours of the building.

Content
Material displayed on the advertising unit that is not a traditional brand advertisement could be:

— platform channel content, eg weather, news, house announcement, announcement from shopping centre owner, airport terminal or rail network; or

— advertiser funded content, eg Red Bull content, Mercedes Benz Fashion Week content.

"When I think about the work we've done in the standardisation space, it's a massive leap forward and something we should be really proud of as an industry."

Nick Thomas
Chief Investment Officer
Essence Mediacom

1.5   Performance measurement terms

Advertising recall
The estimated number of people likely to remember advertising within days of being exposed.

Awareness
The extent consumers are familiar with a brand or product.

Brand health
The way a brand is viewed by its customers, and how your audience feels about your brand. Also known as 'brand equity'.

Brand uplift
A measurement of an advertising campaign's effectiveness in driving a positive shift in customer awareness and perception of a brand.

Consideration
The extent a consumer will consider a brand for purchase.

Conversion window
Number of days after exposure where a media owner will attribute visits to a campaign. This can vary by business and category.

Favourability
A measurement of an advertising campaign's effectiveness in driving consumer perception of a brand.

Purchase intent
Purchase intent is a measure of the probability that a consumer will purchase a service or product.

Section 02
Environment and Common Ratios

2.1   Environment and format types

| Environment	Category	Format types	Description	Orientation	Common ratios	
Transit	Airport	Airport lounge (internal) Airport terminal (internal)	Inside airport terminal buildings	Portrait and landscape		3:6:1 16:9 9:16 32:9
		Airport precinct	Signs within the airport precinct but outside terminal buildings	Portrait and landscape		3.8:1
	Transport	Bus Ferry Light rail Taxi Train Tram	Signs located on the outside and inside of public transport vehicles that share public space with private vehicles and pedestrians	Portrait and landscape		1:1 2.4:1 2:1 1:1.5 1:1.6 1:1.4 1:12.5 1:7.7
		Rail cross track Rail platform / concourse Station	Signs within public transport stations and buildings, ie rail stations and bus terminals	Portrait and landscape		1:1 2.4:1 2:1 1:1.5 1:1.6 1:1.4 1:12.5 1:7.7
Retail / Lifestyle	Lifestyle	Cafes Office Petro-convenience Universities	Signs at place-based locations	Portrait and landscape		16:9 9:16 16:9
		Gyms Health Venues	Signs at place-based locations	Portrait and landscape		16:9 9:16
	Retail	Retail car park Retail entry Retail internal	Signs inside and outside retail shopping centres, including car park signs	Portrait and landscape		3.6:1 1:1.4 1:1.5 9:16 32:9
Roadside	Billboards	Large format Roadside 25sqm+ Roadside <25sqm	Large format signs located beside or over roads	Portrait and landscape	4:1 3.8:1 2:1 1.4:1 1:1.5	B/B 25+ 4.25:1 4:1 3.8:1 32:9
	Street furniture	Street bus / free standing unit (FSU) / kiosk / tram / Street phone booths	Small format signs located beside roads and on pedestrian malls	Portrait and landscape		1:1.5 9:16 (phone booth) 1:2.3 9:16

Section 03
Geography

3.1   Geographic regions

Geographical areas	Definition
Sydney Primary Coverage Area (PCA)	Sydney Metropolitan TV ratings region as defined by OzTam
Melbourne PCA	Melbourne Metropolitan TV ratings region as defined by OzTam
Brisbane PCA	Brisbane Metropolitan TV ratings region as defined by OzTam
Adelaide PCA	Adelaide Metropolitan TV ratings region as defined by OzTam
Perth PCA	Perth Metropolitan TV ratings region as defined by OzTam
Southern NSW (including ACT)	Southern NSW as defined by TV regions. Does not include Albury which is part of VIC TV region
Northern NSW	Northern NSW as defined for regional TV. Does not include Tweed Heads which is part of Brisbane Metro PCA
VIC	All VIC regions outside of the Melbourne PCA
QLD	Regional QLD areas from Cairns to Toowoomba TV regions
SA	Spencer Gulf / Broken Hill Mt Gambier / Riverland
WA	All WA regions outside of the Perth PCA
Darwin	Darwin TV region
Central and East	NT, remaining areas of SA, QLD and NSW
TAS	All of Tasmania
Mildura	Mildura TV region
Griffith	Griffith TV region

Refer to Appendix 6.2 for detailed maps of each geographical area.

3.2   Geographical map of TV regions

TV regions — Australia

- 🟢 Metro Primary Coverage Areas (PCA)
- 🔵 QLD
- 🔴 Northern NSW
- 🟠 Southern NSW
- 🟡 VIC
- 🟡 SA
- 🟣 TAS
- 🟣 Mildura
- 🔵 Griffith
- 🟣 Darwin
- ⚫ Regional WA
- ⬜ Central and East

PERTH

ADELAIDE

BRISBANE

SYDNEY

MELBOURNE

0   250   500

Advertising buyers buy advertising space on OOH networks because of the audience, location and context of the placement on the network. They pay for either a placement or for impressions.

OOH advertisements are bought generally in one of two ways:

— The first is in a direct, relationship-based transaction between a network and an advertiser. There may be other players within this relationship — networks may sell via a representative firm and buyers will often buy via an agency, but it is a direct transaction, in which pricing and inventory are negotiated between the two players.

— DOOH can also be purchased through a programmatic transaction, in which advertising sales are automated using software and data. Programmatic technology allows for inventory to be bought and sold in an automated fashion and also enables targeting, measurement and data driven purchase decisions as well as streamlined advertisement serving, performance tracking and additional campaign optimisation.

When buying DOOH, advertising buyers will buy based on Share of Time (SOT). This reflects how often and for how long their advertising is visible in relation to other advertisers and content.

4.1   Share of time definition

Is the measure (percentage share) of display time received out of the total display time (including content, other commercial arrangements and programmatic) over a defined and agreed buying period and expressed as a percentage.

Unless otherwise stated, the advertiser's SOT booked will apply to each location and will be evenly distributed by hour, day, and week at each location. Any variation will be noted in the Insertion Order (IO).

* This is the metric that can and will be verified by third parties.

Ad buyers buy ad space on OOH networks because of the audience, location and context of the placement on the network.

Section 04
Sales

4.1 Share of Time rules

(1) SOT includes all content types (advertising / bonus / content agreements etc) across the screen operating hours.

(2) All SOT impressions must be served out by site, by location, by market, and provider during operational screen hours (which must be clearly displayed on the IO).

Operational hours for a location are between opening and closing times.

(3) OMA members will sell in 5 per cent SOT increments across all formats and environments whenever possible, in order to provide standardised SOT increments / rotations across all formats small / large / retail / road etc.

— OMA members' commercial operations may mean increments of 5 per cent are not available for 100 per cent of locations. The buyer will be made aware of any variations during planning/buying and in the IO.

— MOVE will measure all SOTs that OMA members sell.

— 5 per cent increments may not available in place-based environments where the loop is primarily content with some advertising slots available. E.g. medical centres where the screens play primarily medical advice content, and gyms where screens play primarily music videos.

(4) All SOT will be third-party verified, based on the final signed IO agreement. The media owner will be responsible to deliver compensation where necessary.

(5) SOT to be reported on the IO with a traffic light system implemented:

— Green: site complies with basic rules (should be most).

— Red: any site that does not comply with basic rules, eg the Military Road site turned off 2.30pm — 4.30pm.

(6) 100 per cent needs to be measured and achieved over the buying period of one week across the entire campaign (unless the campaign is less than a week).

(7) In order to ensure an even rotation across the week, each hour will achieve a minimum of 60 per cent of the SOT noted in the IO, eg if 10 per cent SOT is purchased, then a minimum of 6 per cent SOT will be delivered in that hour.

(8) When less than 100 per cent of SOT is placed out across an hour (maximum 40 per cent), the media owners will deliver the remaining SOT at a similar time of day during the campaign so that the campaign is not adversely impacted.

The campaign period is defined as a seven day standard week.

— Unless the campaign period is less than seven days, the SOT must be made up within that time period.

(9) In the event the advertising material supplied does not equal the SOT bought, eg 20 second creative supplied for 10 second slot purchased, vendors will discuss and agree with the agency / client either of the following:

— purchase of additional SOT to enable the same level of play frequency booked to occur during the campaign; or

— reduced frequency of plays to deliver the defined and agreed SOT purchased; and

— either choice will generate a revised IO, to reflect the agreed decision.

(10) The advertiser / content / commercial structure within the hour is at the discretion of the vendor, but the SOT should be delivered as defined and agreed.

The following is the agreed industry Insertion Order (IO) to be provided for campaigns booked, it is to be updated and resupplied if variations occur. Verification of a campaign will occur on the latest IO for that campaign in effect prior to the commencement of the week.

**Refer to the detailed IO template.**

4.3   Insertion Order

IO headings

Media Owner	Booking start
Campaign ID	Booking end
Agency	Material deadline
Agency ID	Booking days
Client	Display start time
Client product name	Display end time
Panel #	SOT
MOVE ID	Even SOT distribution (yes / no)
Size — digital pixels height	Total campaign booked minutes
Size — digital pixels width	Number of minutes being booked per week per site
Size — classic height in metres	Number of seconds being booked per hour per site
Size — classic width in metres	
Media Owner product name of format	Total screen minutes
OMA category	Number of screens place based player ID is playing to
OMA format	
Site address	Agreed campaign tolerance (5 per cent)
Suburb	Exceptions (yes / no)
Postcode	Exception details
State	Gross Media Cost
Metro / regional / combined	Net Media Cost
Digital / classic	Active Campaign Weeks
Duration of single play length	
Total number of hours the Site is illuminated by week	
Booking type	

4.4   Lunar Calendar

2022			2023			2024		
Lunar period	Start date	Duration (weeks)	Lunar period	Start date	Duration (weeks)	Lunar period	Start date	Duration (weeks)
1	17/01/2022	4	1	16/01/2023	4	1	15/01/2024	4
2	14/02/2022	4	2	13/02/2023	4	2	12/02/2024	4
3	14/03/2022	4	3	13/03/2023	4	3	11/03/2024	4
4	11/04/2022	4	4	10/04/2023	4	4	8/04/2024	4
5	9/05/2022	4	5	8/05/2023	4	5	6/05/2024	4
6	6/06/2022	4	6	5/06/2023	4	6	3/06/2024	4
7	4/07/2022	4	7	3/07/2023	4	7	1/07/2024	4
8	1/08/2022	4	8	31/07/2023	4	8	29/07/2024	4
9	29/08/2022	4	9	28/08/2023	4	9	26/08/2024	4
10	26/09/2022	4	10	25/09/2023	4	10	23/09/2024	4
11	24/10/2022	4	11	23/10/2023	4	11	21/10/2024	4
12	21/11/2022	4	12	20/11/2023	4	12	18/11/2024	4
13	19/12/2022	4	13	18/12/2023	4	13	16/12/2024	4

The OOH industry in Australia operates on a lunar calendar to ensure consistency across advertising display periods. The duration of each lunar period is 28 days.

Section 05
Verification

5.1 OMA Verification Best Practice Guidelines

OOH verification platforms have been developing and evolving over the past 5 years as media owners have continued to invest and grow the industry with new products across classic and digital formats. The development of new measurement systems across the OOH industry also includes the need for greater transparency with third party independent campaign verification as a 'must have' service for advertisers and agencies in Australia.

OMA and the Outdoor Futures Council (OFC), which consists of representatives of media agencies and clients focussing on OOH advertising, have deliberated verification governance for two years. OMA, working collaboratively with the OFC and after consultation with participants in the verification sector, proposes that the principles and recommendations set out in this document be adopted to enhance:

- good governance of, and fair and robust competition between those providing services in connection with OOH media; and

- properly informed decision-making by those procuring services in connection with OOH media.

These Principles and Recommendations are endorsed by OMA and OFC for adoption by:

- providers of OOH media services (media owners)

- providers of OOH media verification services (verifiers)

- agents or brokers used by advertisers to acquire OOH media and/or OOH media verification services (agencies).

This document is intended to be a best practice guide, while not being prescriptive it provides a set of principles by which verification is provided. These principles are underpinned by objectivity, transparency, integrity and continuous improvement. The document makes recommendations and guidance on how each of these principles can be realised.

The guidelines are in place to ensure that verification reports are based on objective facts and can be trusted to be fair, honest and accurate reporting of campaign delivery.

Verification   *noun*

the process of establishing the truth, accuracy or validity of something the establishment by empirical means of the validity of a proposition.

5.2   Principles and Recommendations

This section sets principles to underscore a robust verification sector that delivers the truth (and is seen to deliver the truth) inherent in the term 'verification'. It also provides recommendations on how those principles may best be realised.

Principle	Recommendations
Objectivity Verification is to be objective, namely conclusions are to be demonstrably based on facts, not influenced by personal feelings, beliefs, or interests.	1. **Objectivity as to engagement:** Best practice is for verifiers to be independent of those they are verifying and agents who are engaging them. 2. **Objectivity as to outcome:** Best practice is for verifiers to act in the best interests of their advertiser clients, unimpeded by competing influences as to the outcomes of the provision of their services.
Transparency The activities of verification are to be done in an open way without secrets (beyond proper cybersecurity and protection of trade secrets) so that the activities can be trusted as fair and honest.	1. A trusted system is based on **full disclosure** of: independence status / conflicts / payments • methodology • outputs / reporting • errors / corrections. This is subject only to the needs of data and cyber security addressed in recommendation 9. 2. The most effective reporting is **timely and comprehensive reporting.** 3. Transparency is enhanced by **ease of comparison.**
Integrity/robustness of verification: Verification must be of a quality that is complete, unimpaired and sound, assuring accuracy.	4. The methods used for verification must be '**fit for purpose**', of verifying actual delivery against what is actually promised. 5. Verification service providers should undertake investigations or independent audits as needed to **maintain confidence** that their systems and outputs are "fit for the purpose".
Change and continuous improvement The sector to be open to the ongoing improvement of products, services or processes through incremental and breakthrough improvements	6. Participants facilitate **growth and improvement** in the sector that is being verified, the sector undertaking the verification and the sector providing services (including technical services) used for verification, by being open to developments including in response to regulatory change.
Data and cyber security Verification depends on data, with data integrity and privacy in need of robust protection.	7. Participants to conduct operations consistently with **good cybersecurity and data governance** and with due regard to the proper protection of trade secrets, noting that sector participants are trading competitors.

Refer to Appendix 6.5 for Verification Dispute Resolution Process.

5.3   Guidance on implementation

Objectivity

Verification is to be objective, namely conclusions are to be demonstrably based on facts, not influenced by personal feelings, beliefs or interests.

1.   Objectivity as to engagement:

Best practice is for verifiers to be independent of those they are verifying and agents who are engaging them.

To be described as 'independent' conveys a sense that the verifier is not aligned with the interests of any other service provider in the advertising supply chain, be it a media provider, a content provider or a broker or agency and so can bring an independent judgement to matters of verification.

When agencies or media owners engage or recommend a verifier that is independent of them, advertisers can be confident that the engagement or recommendation is motivated by proper purposes, enhancing trust in the process and, accordingly, in the veracity of the outcome.

2.   Objectivity as to outcome:

Best practice is for verifiers to act in the best interests of their advertiser clients, unimpeded by competing influences in the provision of their services.

Advertiser clients can be confident they receive the best quality verification service and most reliable outcomes when the verification is undertaken free of competing influences.

It is therefore recommended that:

- verifiers be independent of service providers (of OOH media, content, brokerage or agency services) so that they are not subject to conflicts of interest

- verifier remuneration models avoid conflicted remuneration, such as when the verifier receives a percentage of the value of shortfall in coverage identified by its service; and

- verifiers avoid sales representations that the cost of the verification service will be covered by the savings recouped from media owners (who under-supply) as this then incentives 'making that representation true', in competition with making the verification itself true.

A verifier can be 'independent' of a service provider (of OOH media, content, brokerage or agency services) **only if**, as between the verifier and service provider (and/or their respective associates) there are:

- no cross-ownership interests; and

- no arrangements for any form of reward, revenue share or commission whether:

    – monetary or non-monetary; and

    – in respect of the advertising campaign being verified or otherwise.

For this purpose, "**associates**" includes those who can directly or indirectly, control or financially benefit from the service provider's activities, including via related companies, trust arrangements or close family members, or other interested parties and "**service providers**" include media owners, content providers, brokers and agencies.

5.3   Guidance on implementation

Transparency

The activities of verification are to be done in an open way without secrets (beyond proper cybersecurity and protection of trade secrets) so that that the activities can be trusted as fair and honest.

3.   A trusted system is based on full disclosure of:

- independence status / conflicts / payments

- methodology

- outputs / reporting

- errors / corrections.

  This is subject only to the needs of data and cyber security addressed in recommendation 9.

  Verification is about establishing the truth. Best practice verification involves disclosure of the whole truth, to enable the decision-maker who relies on that truth to make fully-informed decisions.

  Verification accordingly operates best when the full truth about verification motives, methods and outcomes is disclosed.

  Subject to proper protection of trade secrets and confidential information (see recommendation 9), full transparency involves disclosure to all stakeholders involved in verification, enabling methods and outcomes to be subject to review and all to contribute to better understanding and continuous improvement.

  It is therefore recommended that verifiers:

- confirm that they are independent[1] as part of their provision of service or make full disclosure of any basis on which they are or may be considered not to be independent.

- identify their methodology for verification including (subject to proper protection of trade secrets and confidential information):

  - any assumptions that they make in providing their verification

  - any divergence of these assumptions to the specific commitments that are being verified

  - any rounding or approximations that are part of their methodology

  - the margin for error in their methodology

  - any characteristics of their methodology that may affect verification outcomes, such as

    · dependence on uninterrupted internet services to advertising panels the subject of the verification; or

    · imits on ability to distinguish detail of campaign commitments, such as dynamic creative.

- make the results of their verification assessment (whether in the form of a report or access to a dashboard or otherwise) readily available and transparent to both the advertiser (and any agency the advertiser may use) and the media owner. Best practice is:

  - to do so in the same format, to facilitate common understanding and properly informed engagement between stakeholders and

  - to provide a mechanism for alerting all users during the campaign period to any under delivery that may be occurring.

- acknowledge and correct any errors in reporting.

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[1]See sidebar page 26 for when a verifier is 'independent' for this purpose.

Refer to Appendix 6.3 for Standard metrics of value to OOH.

5.3   Guidance on implemenation

4. The most effective reporting is timely and comprehensive reporting.

    It is recommended that campaign verification data be provided via a means that allows users to access campaign performance data in real time, such as a web-based application.

    To be most effective, this timely disclosure would also be comprehensive as to delivery of the campaign. Accordingly, best practice in respect of any advertising campaign would be to report:

    - all delivery of advertising content by the media owner, including all information addressed in Appendix 6.3; and

    - campaign data and verification on an aggregated basis across all media owners providing media in respect of the campaign.

5. Transparency is to inform decisions, which is enhanced by ease of comparison.

    Comparability is facilitated when verifiers adopt standard reporting metrics and common terms, enabling advertisers to identify quickly relative success of campaign implementation.

    The industry metrics listed in Appendix 6.3 are recognised as of particular value to advertisers (and their agencies) and media owners.

    To facilitate comparability and informed decisions (and reporting of aggregated data across all media owners under recommendation 4), it is recommended that participants adopt the metrics and terminology used in Appendix 6.3.

Integrity/robustness of verification

Verification must be of a quality that is complete, unimpaired and sound, assuring accuracy.

6. Transparency is to inform decisions, which is enhanced by ease of comparison.

    OOH advertising campaigns may be delivered by classic or digital media and in a variety of large and small formats and environments. Best practice OOH verification services would address both media and all formats and environments.

    It is fundamental that verification is about holding media owners accountable for delivery of media they legally commit to deliver. 'Verification' on any other basis negates itself.

    Accordingly, it is also fundamental that verification be based on:

    - What was legally committed under the contracted arrangements* and

    - What was delivered over the campaign period.**

    Approximating or making assumptions about either of these matters is contrary to these fundamentals.

    * Contracted arrangements are recognized to be   those in the booking form / Inventory Order (IO) or final signed contract and constituting both:

    - paid/bought advertising media; and

    - guaranteed bonus

    as changed by agreement in the course of campaign delivery.

    ** Verification involving differing time-zones must accommodate these within campaign periods.

5.3   Guidance on implemenation

What was actually promised

It follows that clarity about what is agreed to be delivered facilitates verification and provides the proper base for assessment. Best practice would therefore be supported by:

- a consistent and readily understood glossary for inventory and format for ordering

- a process for completed orders (adopting that glossary and format) to be provided to the verifier when confirmed to the advertiser/ agency;

- reliable and verifiable means to update changes to the contractual commitments, with transparent version control of any such changed orders;

- automation to avoid human error, include verified audit trail and support real time assessment.

While not essential to the validity of this process, if would facilitate efficiency in checks of verification reports (and therefore the robustness of the process overall) if verifiers:

- incorporate version control into their reports/dashboards, identifying with date and time the latest version of any order that is being verified; and

- ensure that users (including media owners) can see the media file name of each file that the verifier is tracking; and

- reflect dynamic creative and in-campaign changes, being able to report against each execution.

What was actually delivered

It is acknowledged that best proof of display of advertising on an OOH asset is:

- in respect of digital signs: proof of play (POP) logs, being the original log of plays made in real time and/or the software instruction that directs what the digital screen displays; and

- in respect of classic signs: proof of post (also POP) logs, identifying the date and time stamp at which the installer confirmed posting including by uploading a photograph of the panel and consistently with any geo-location confirmation of the installer's location when posting,

and, in any dispute as to what was delivered, these POP logs will be taken as the source of truth.

7.   Verification service providers should undertake investigations or independent audits as needed to maintain confidence that their systems and outputs are "fit for the purpose".

As verification should be based in objective truth, different verification methods should not result in significantly different outputs. If alternative verifiers' reports are significantly different in respect of:

- any specific advertising campaign/s or

- the track record/s of any media owners over any given period.

This suggests a failure in the data, methods or processes used by at least one of the participants.

5.3   Guidance on implemenation

If, following initial reviews by participants, there is no clear basis for any such discrepancy, to support the integrity of OOH verification generally, best practice would be:

- for affected verifiers and those agencies and media owners whose systems contribute to the basis of the affected verifiers' report/s:

  – to investigate in good faith and provide transparency as to the outcomes of their investigation and

  – as appropriate, to obtain support from an independent advisor with demonstrated capability to undertake forensic reviews of verification services, to investigate all impacted participants on a confidential basis, to identify the source of the disparities and confirm once they have been resolved; or

- if the inconsistent outcomes take the form of individual verifier/s being outlier/s: for those outlying verifier/s to submit to external review by a competent and independent auditor and address the results of that review.

It is also recommended that at least annual testing occur of verifiers' processes and outcomes to facilitate early identification of any developing divergencies between campaign commitments that are being verified and what is reported in the verification reports due to issues with data or changed processes and systems.

Change and continuous improvement

The sector to be open to the ongoing improvement of products, services or processes through incremental and breakthrough improvements.

8. Participants to facilitate growth and improvement in the sector that is being verified, the sector undertaking the verification and the sector providing services (including technical services) used for the verification, including in response to changing regulatory requirements.

The environment in which all participants in the OOH sector (media owners, agencies, advertisers, verifiers and other service providers to them) is dynamic and best practice changes over time.

Technical, regulatory or competitive dynamics may result in changes to the contractual requirements which advertisers (and their agencies) wish to have verified. These may not currently be subject to verification, by one or more verifiers, such as:

- dynamic creative – which may be re-directed mid-campaign in light of consumer feedback

- specific times required for advertising

- site-specific limitations (such as near schools)

- restrictions on adjacent advertisements.

Best practice is for OOH sector participants to be and remain open to facilitating responses to such developments so as:

- to minimise both cross-subsidies and barriers to entry while recognizing that

- existing participants are not required to invest their own resources in developing participant-specific interoperability.

Section 05
Verification

5.3   Guidance on implemenation

Data and cyber security

Verification depends on data, with data integrity and privacy in need of robust protection.

9. Participants to conduct operations consistently with good cybersecurity and data governance and with due regard to the proper protection of trade secrets, noting that sector participants are trading competitors.

    To undertake the verification function, verifiers use data obtained from OOH media providers to compile and provide information for or reports to their clients.

    In the course of this, the data accessed by the verifiers and insights that may be drawn from the data, constitute proprietary information of the OOH media providers that is valuable, commercially sensitive information and must be protected accordingly.

    While methods are subject to ongoing development:

    •   the principal means by which this data may be obtained by the verifiers from the OOH media providers are:

        –   by the OOH media providers releasing outputs from their systems to the verifiers; (a download model); or

        –   by the verifier installing (or requesting the OOH media provider to instal) software into the systems of the OOH media provider which generates an automated data stream from the systems of the OOH provider to the systems of the verifier (an embedded model); and

    •   the principal means for this data to be made available to the mutual clients of the OOH media provider and the verifier are:

        –   the information is used to populate a platform of the verifier, which clients can access via the internet to 'self-service' in respect of their campaigns (platform model); or

        –   the information is retained inside the systems of the verifier and used to generate reports that are provided to the clients (closed system model)

    The risks for OOH media providers concerning data security and cybersecurity vary slightly depending on the combination of models used, but the principal risks are:

    •   that confidential information may be accessed by those not entitled to access it;

    •   that confidential information may be used for improper purposes – being any purpose other than the specific purpose of verification of the relevant campaign/s (including, potentially, that more confidential information will be accessed or used than consistent with the limited proper purpose) and,

    •   in the case of the embedded model also that the systems of the OOH media provider may themselves be compromised.

5.3   Guidance on implemenation

These risks are significant. Properly managing them can be expensive in terms of both time and money. Accordingly, it is not unreasonable for OOH media providers:

*   to limit the extent to which they engage with those wishing to establish verification businesses, provided that they offer reasonable choice to their customers; and

*   to prefer those verifiers which meet established standards for cyber and data security, commensurate with the risks involved.

Without limiting any other standards that may prove acceptable in specific contexts, OOH market participants acknowledge that SOC[2] is an established standard that would satisfy OOH media providers reasonable concerns that any verification model meets appropriate Governance and cyber risk management requirements.

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[2]The SOC2 is a standard and report based on the Auditing Standards Board of the American Institute of Certified Public Accountants' (AICPA) existing Trust Services Criteria, to evaluate an organization's information systems relevant to security, availability, processing integrity, confidentiality and privacy.

Section 06
Appendix

6.1 Transit format examples

↗ **Airport lounge (internal)**
oOh!media Fly

↗ **Airport terminal (internal)**
JCDecaux Terminal Digital Airport

↗ **Airport terminal (internal)**
QMS Canberra Airport Internal Digital
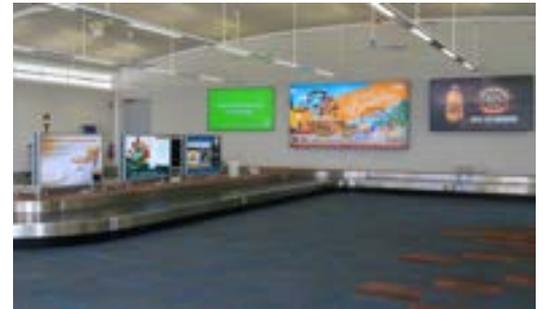
↗ **Airport terminal (internal)**
Tayco Terminal Digital Airport

↗ **Airport precinct**
JCDecaux Digital Billboard Airport

↗ **Airport precinct**
oOh!media Billboard

↗ **Airport precinct**
QMS Canberra Airport Precinct Large
Format Digital

↗ **Bus**
JCDecaux Transit Bus Solutions

Section 06
Appendix

6.1   Transit format examples

↗ **Ferry**
TorchMedia Sydney Ferries Ceiling, Panel
Slim Portrait

↗ **Light rail**
TorchMedia Sydney Light Rail
Internal Ceiling Panels and Posters

↗ **Light rail**
TorchMedia Sydney Light Rail Megaside

↗ **Taxi**
Adflow Taxi Wrap

↗ **Train**
TorchMedia Sydney Metro Barrier Decal

↗ **Train**
TorchMedia Sydney Trains Cabin End Panels

Section 06
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6.1 Transit format examples

↗ **Tram**
JCDecaux Transit TramSolutions
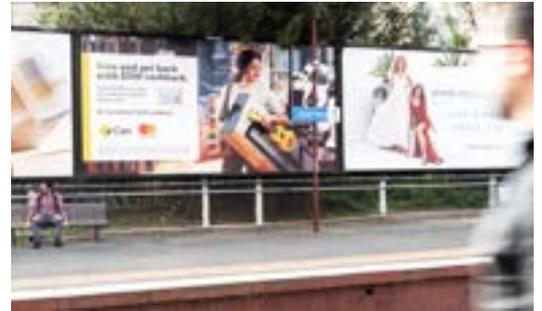
↗ **Rail cross track**
JCDecaux RailSolutions Cross Track

↗ **Rail platform / concourse**
JCDecaux Rail Solutions XtrackTV

↗ **Station**
oOh!media Rail

↗ **Station**
TorchMedia Canberra Light Rail
Backlit Station Stop Portrait

Section 06
Appendix

6.1 Retail / lifestyle format examples

↗ **Cafes**
oOh!media Cafe

↗ **Offices**
oOh!media Office

↗ **Petro-convenience**
QMS Impulse Small Format Digital

↗ **Petro-convenience**
VMO Impact

↗ **Universities**
oOh!media Study

↗ **Gyms**
VMO Impact+

↗ **Gyms**
VMO Reach

↗ **Venues**
oOh!media Venue

Section 06
Appendix

6.1 Retail / lifestyle format examples

↗ **Retail car park**
oOh!media Car Park

↗ **Retail entry**
oOh!media External Centre Entry

↗ **Retail internal**
oOh!media Retail

↗ **Retail internal**
oOh!media Retail

↗ **Retail internal**
Shopper Large Format

↗ **Retail internal**
Shopper Smartlites

↗ **Retail internal**
VMO Impact

↗ **Retail internal**
VMO Reach

Section 06
Appendix

6.1   Roadside format examples

↗ **Large format Roadside 25sqm+**
Goa Iconic-Series

↗ **Large format Roadside 25sqm+**
JCDecaux Large Format Digital Billboard

↗ **Large format Roadside 25sqm+**
oOh!media Billboards

↗ **Large format Roadside 25sqm+**
QMS Large Format Digital Billboard

↗ **Large format Roadside 25sqm+**
Tayco

↗ **Large format Roadside 25sqm+**
TOM

↗ **Large format Roadside 25sqm+**
VMO Impact+

↗ **Roadside <25sqm**
Goa Suburban Iconic

Section 06
Appendix

6.1   Roadside format examples

↗ **Roadside <25sqm**
oOh!media Billboard

↗ **Roadside <25sqm**
Tayco

↗ **Roadside <25sqm**
TOM

↗ **Street bus / FSU / kiosk / tram**
JCDecaux Street Furniture Citylight

↗ **Street bus / FSU / kiosk / tram**
Jolt

↗ **Street bus / FSU / kiosk / tram**
oOh!media Street

↗ **Street bus / FSU / kiosk / tram**
QMS Gold Coast Street Furniture Digital

↗ **Street phone booths**
JCDecaux Street Furniture Smartframe

Download a detailed list of postcodes for each geographical area.

6.2   Detailed maps of TV regions

TV Regions - Sydney

- Region 1 North
- Region 2 North Shore
- Region 3 City
- Region 4 West
- Region 5 South West

Gosford

Parramatta

Sydney

Wollongong

0   10   20 km

TV regions — Sydney

Section 06
Appendix
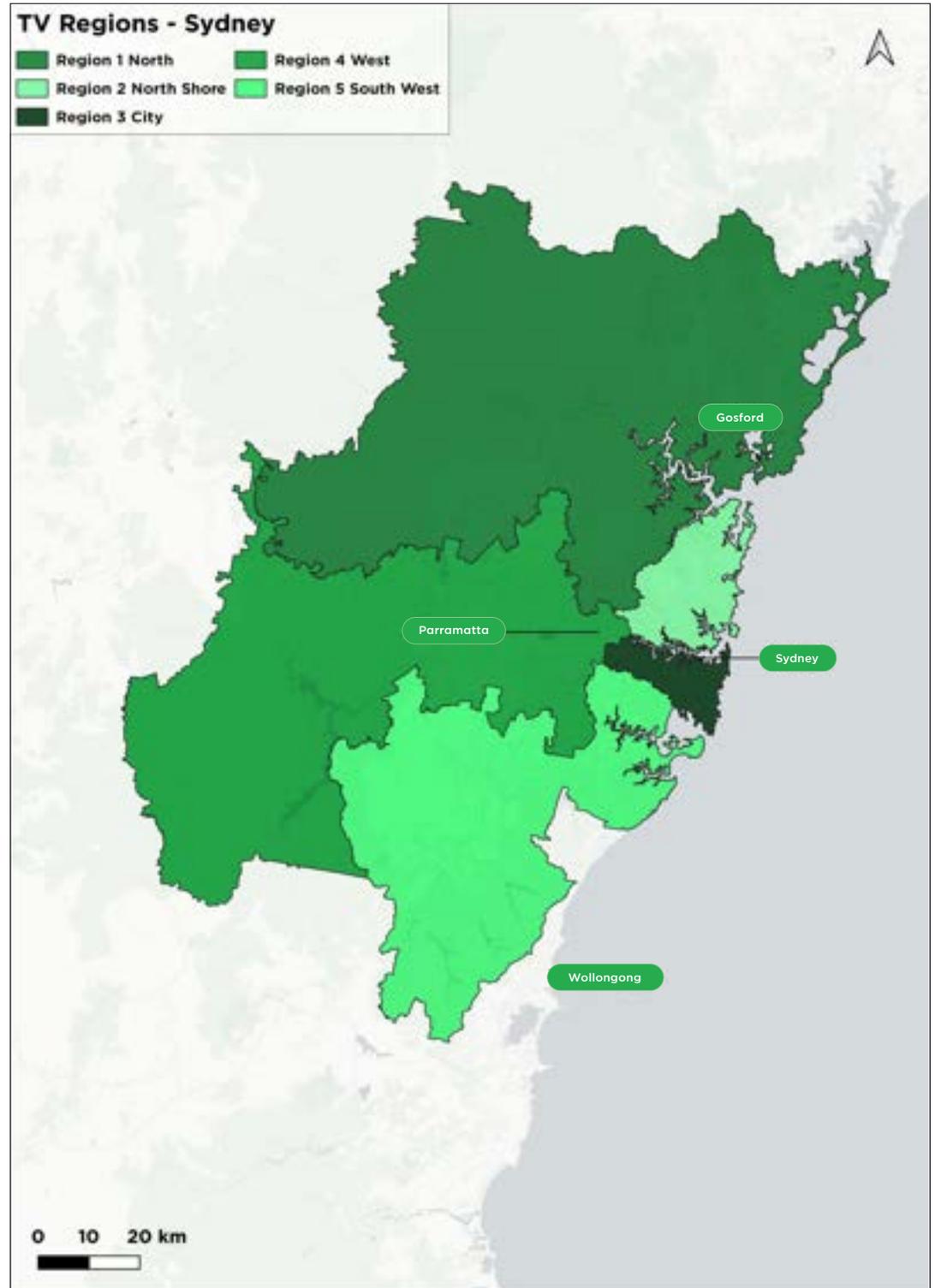
6.2   Detailed maps of TV regions
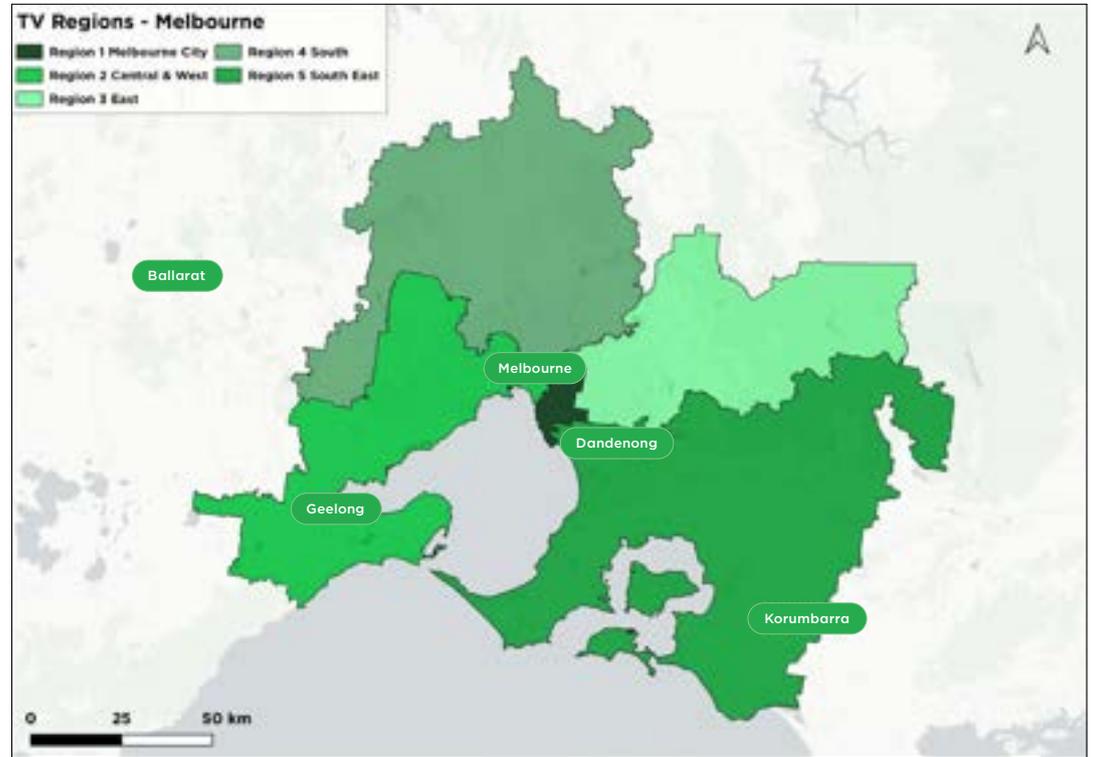
TV regions — Melbourne

6.2 Detailed maps of TV regions

TV Regions - Brisbane

- Region 1 North
- Region 2 City North
- Region 3 City South
- Region 4 South
- Region 5 Gold Coast

Maroochydore

Kilcoy

Toowoomba

Brisbane

Gold Coast

0   10   20 km

TV regions — Brisbane

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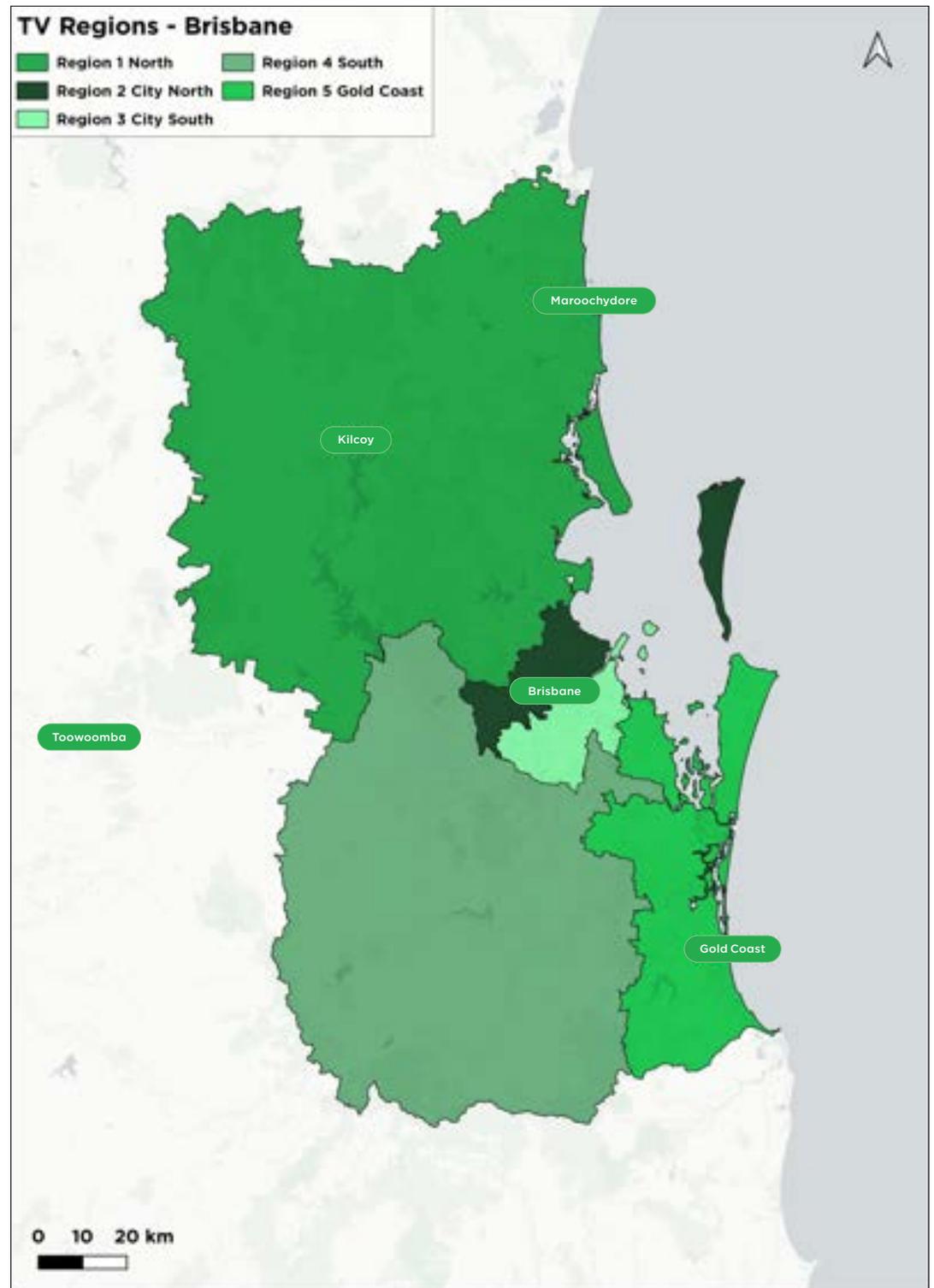
6.2 Detailed maps of TV regions
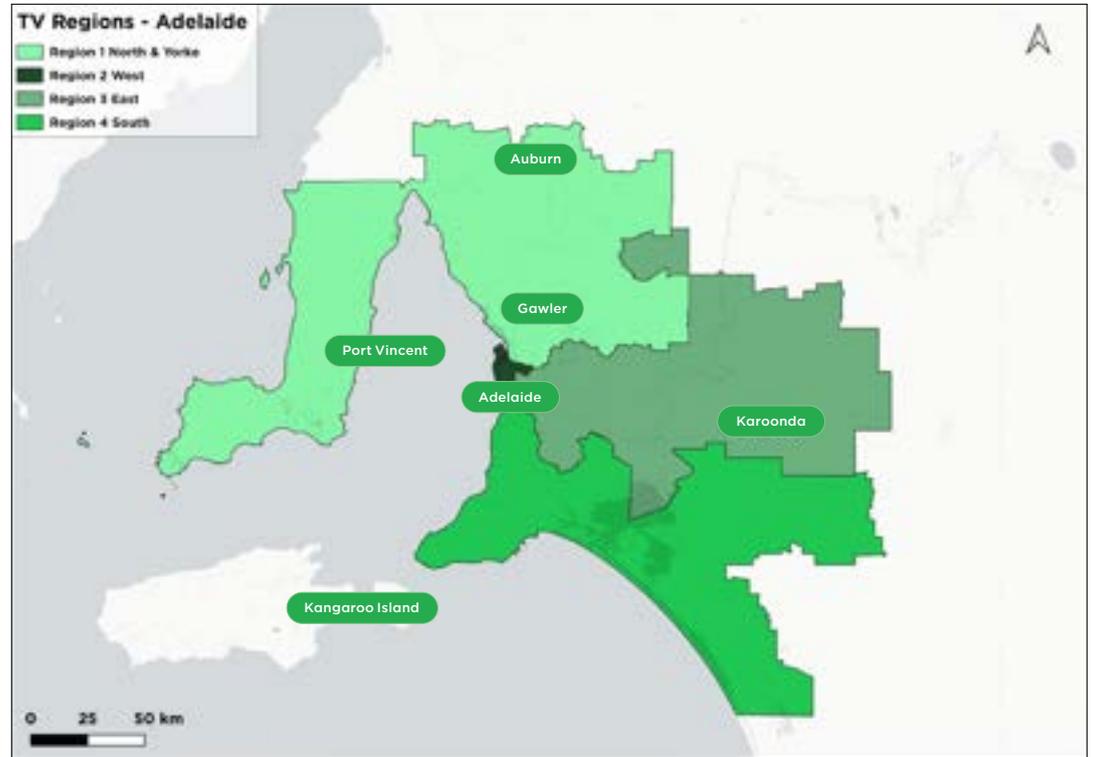
TV regions — Adelaide

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6.2 Detailed maps of TV regions
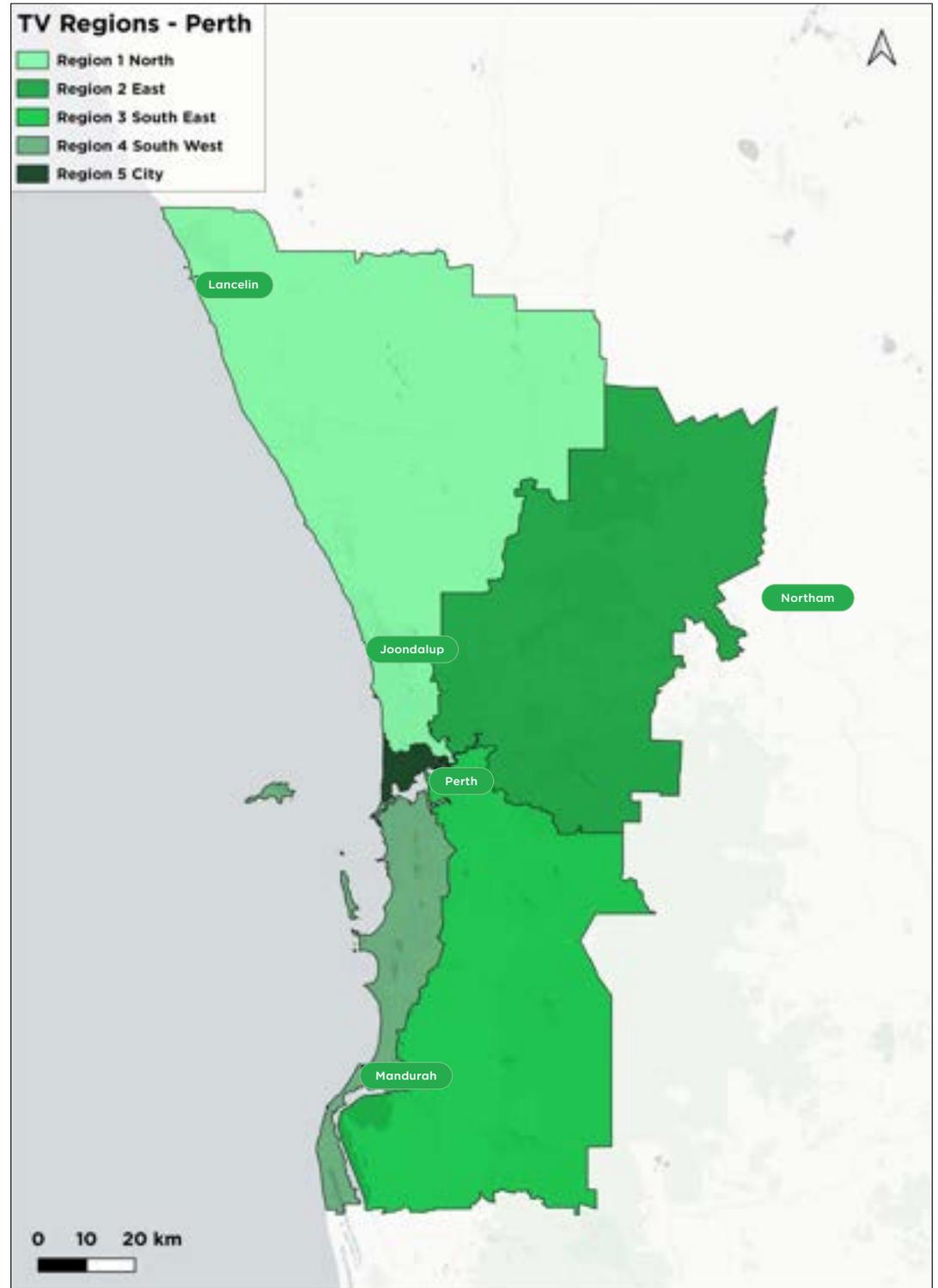
TV regions — Perth

6.2 Detailed maps of TV regions

TV Regions - Northern NSW

- Newcastle
- Northern Rivers
- Tamworth/Taree
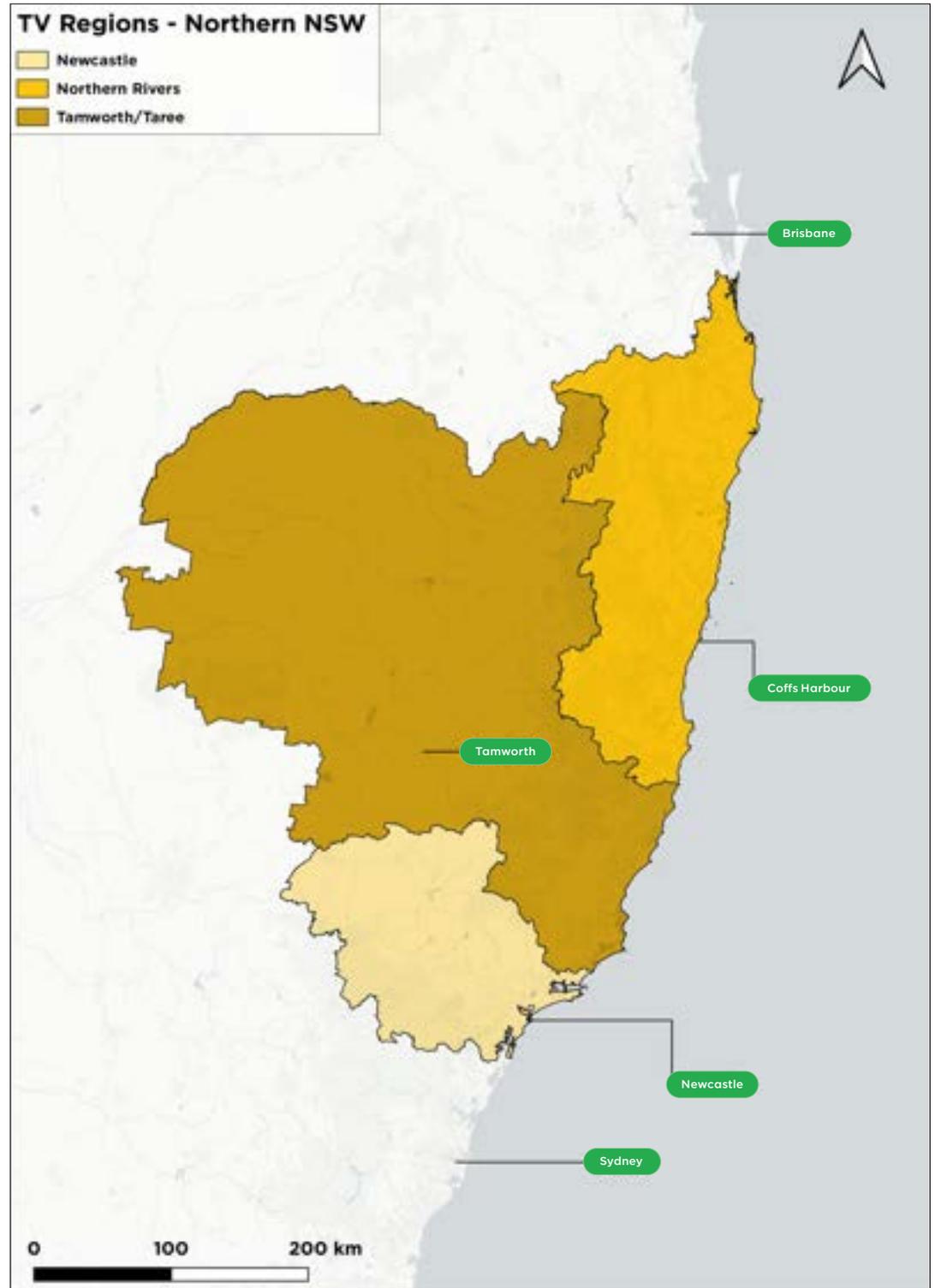
TV regions — Northern NSW

6.2 Detailed maps of TV regions

TV Regions - Southern NSW
- Canberra
- Orange/Dubbo/Wagga
- Wolloongong
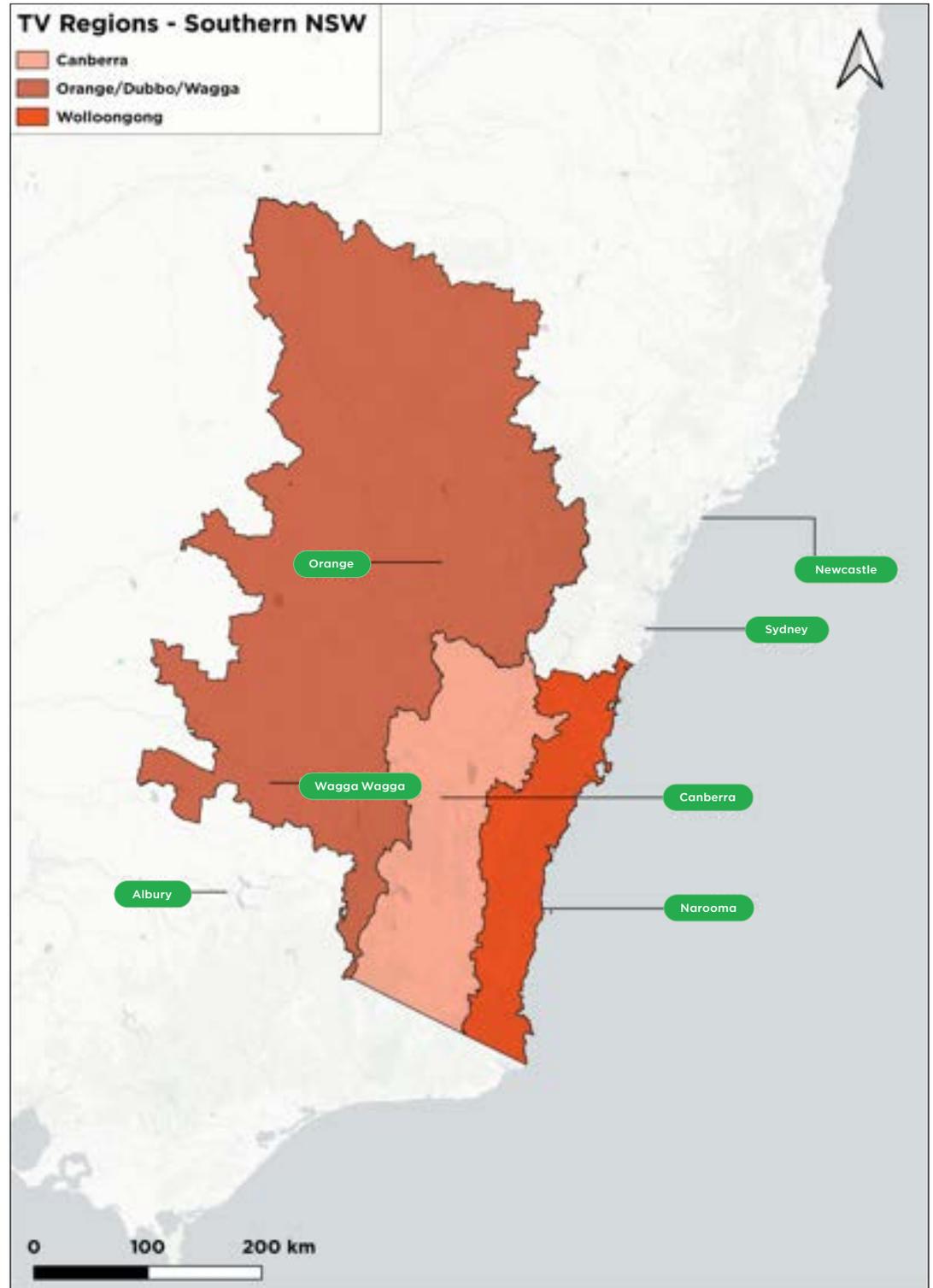
TV regions — Southern NSW

6.2   Detailed maps of TV regions

TV Regions - Regional QLD

- Cairns
- Townsville
- Mackay
- Rockhampton
- Maryborough
- Toowoomba
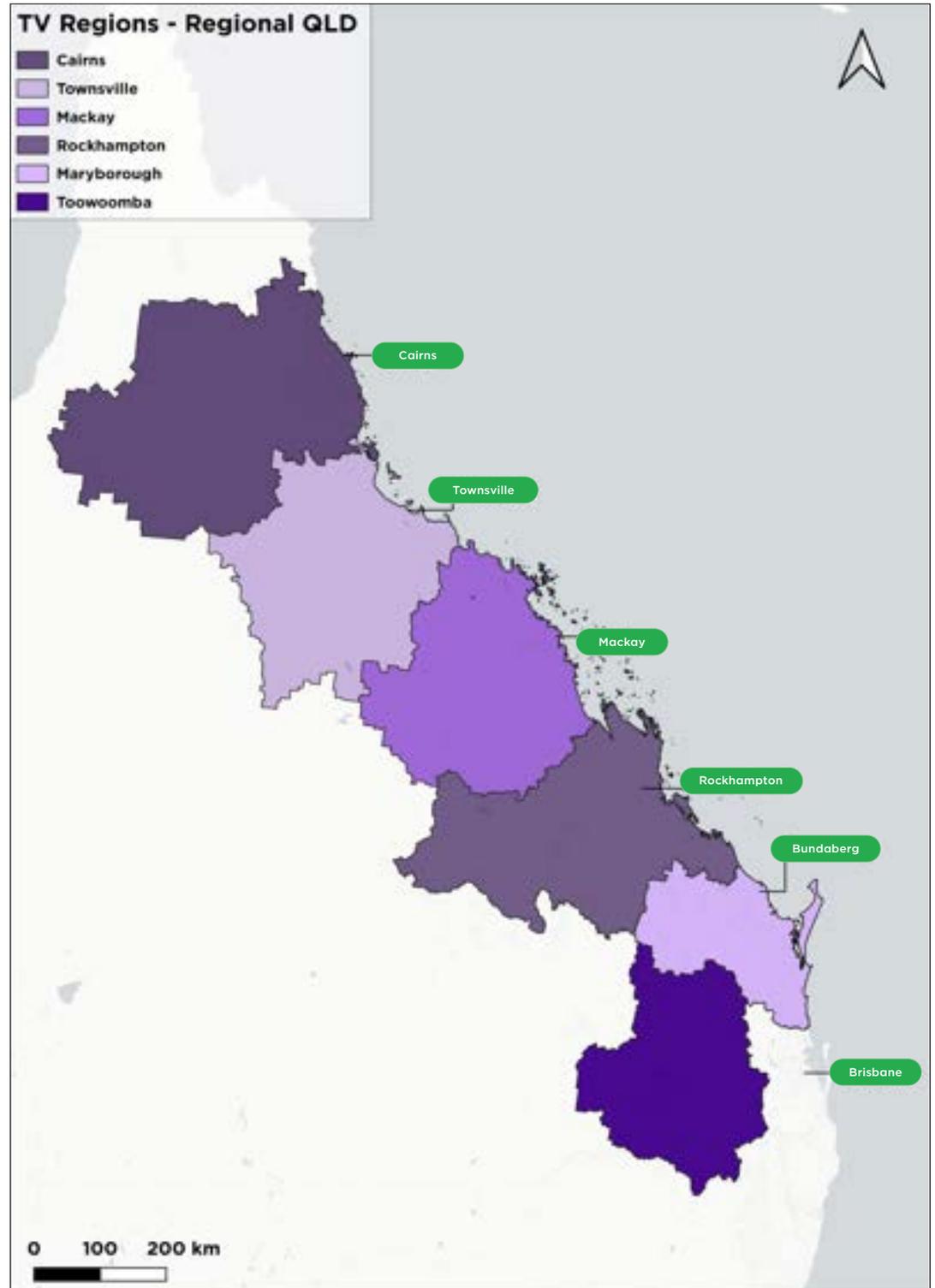
TV regions — regional QLD

6.2 Detailed maps of TV regions

TV regions — regional VIC

TV regions — Central and East

6.2   Detailed maps of TV regions

TV regions — Regional TAS

TV regions — Darwin

TV regions — Mildura

TV regions — Griffith

Section 06
Appendix

6.2   Detailed maps of TV regions

TV regions — regional WA

TV regions — regional SA

Section 06
Appendix

6.3 Standard metrics of value to OOH

Recommendations 4&5: Components of Comprehensive reporting and Ease of comparison

Metric	Basis of metric	Purpose of metric
Share of Time (SOT)	SOT is defined in OMA Standardisation document[3] and set by the SOT Rules under that document.	This is a measure of display time received out of display time available.
Bought SOT vs Achieved SOT aka Bought Minutes/ Plays vs Achieved Minutes/ Plays	This is a measure of the cumulative/total time the campaign content was displayed as a percentage of the promised total time, calculated in minutes and provided as a percentage per site the advertising was displayed at.	During campaign (digital only): Real time measure to track that the campaign is delivering the amount of media screen time as promised. After campaign: Total campaign metric of what was delivered at each site/point of delivery, measured against what had been sold.
Ad length accuracy	A measure (expressed as a percentage) of the number of times that the ad is displayed for the booked duration (within a 0.5 sec margin for error) as a proportion of the number of times the ad is displayed.	This measure adds granularity to SOT measures, by measuring the extent to which the ad was run for its full booked length at each display. Note: This measure may be compromised (ie performance appear to be reduced) by any displays that are a bonus beyond the contractual commitment, i.e. even if the full contractual commitment is delivered for the booked duration, additional bonus displays that are shorter or longer may reduce the percentage achieved for this measure.
All minutes/ plays on booked panels	Total number of minutes ad was displayed during the campaign period altogether on: booked panels; and any additional panels providing bonus or substitute advertising.	To identify total delivery, including over-deliveries (additional bonus not guaranteed – either at booked sites or elsewhere) so that advertisers /agencies can identify, holistically, the extent to which they received value overall in respect of the campaign.
Any activity reported as bonus (subject to availability	Tracking the total number of minutes ad was displayed during the campaign period when displayed beyond the contractual commitment	To identify the bonus that was provided based on a 'subject to availability' delivery, as distinct from what was contractually committed (ie paid + guaranteed bonus)
All plays from the first to the last	Identifying in minutes all plays that were displayed on booked panels during the campaign period, irrespective of the time of day/week that they were delivered.	To identify displays, even if outside normal operating hours of centres in which display panels are located, to allow for altered operating hours or circumstances of trade, to recognise value delivered subject to changed audience levels outside normal operating hours.

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[3]At February 2022 this is in accordance with the Out of Home Standardisation document version 1.0 of 2022 section 4.1 & 4.2, available at https://www.oma.org. au/industry-standards   In that version it is defined as a measure (percentage share) of display time received out of the total display time (including content, other commercial arrangements and programmatic) over a defined and agreed buying period and expressed as a percentage.

Section 06
Appendix

6.4 Verification Guidelines and Principles Checklist

Recommendations 6&7: Complete, unimpaired, sound and assuring accuracy		
Principle	**Objective**	**Responsible**
Objectivity	Independent of: Media Owners, Agencies and Clients. Acting in the best interest of clients whose campaigns are being verified	Agency who is engaging the 3PV
Transparency	Full disclosure of independence Timely disclosure of campaign results Ease of comparison (using common reporting metrics)	Agency who is engaging the 3PV
Integrity	Independent audits of both the system and outputs are fit for purpose.	Agency who is engaging the 3PV
Continuous Improvement	Be nimble to technology and regulatory changes.	Agency who is engaging the 3PV
Data and cybersecurity	Have good data security and data governance structures in place. SOC2 standard recommended	Agency who is engaging the 3PV reports this to Media Owners prior to 3PV having access to MO systems
Common reporting metrics	As agreed to, for ease of comparison and transparency. These can be updated from time-to-time and detailed in Appendix 6.3	Agency and MOs as detailed further in the document
Dispute Resolution	Decision Tree Model detailed in Appendix 6.5	3PV, MO and MA
Broadsign POP – source of Truth	If dispute resolution model is unable to resolve.	MA and MO

6.5 Verification Dispute Resolution Process

Order of Process	Decision Tree
STEP 1	Verification provider identifies variation in what's played compared to IO → Agency to confirm latest agreed IO and material instructions of what was verified → Does this resolve variance discrepancy? → **Yes** → Resolved. No further action
STEP 2	Agency raises query with Media Owner (No) → Media Owner and Agency to compare verification and play data → Is delivery of the campaign within agreed parameters, considering a 5% tolerance between play data and the verification result? → **Yes** → Resolved. No further action
STEP 3	(No) Media Owner conducts internal triage by checking booking forms/IOs/MIs are correct and up to date and correct creative is playing → Is booking information correct/up to date? → **Yes** → Review of POP data to validate the discrepancy. Does POP data show variance? → **Yes** → Media Owner and Agency Discuss Resolution / **No** → Resolved. No further action
STEP 4	(No) Agency to resupply correct IO to verification provider → Does verification on correct IO resolve discrepancy? → **Yes** → Resolved. No further action / **No** → Review of POP data to validate the discrepancy. Does POP data show variance? → **Yes** → Media Owner and Agency Discuss Resolution / **No** → Resolved. No further action