Out of Home Verification Standard

Together we're making our channel easier to understand and transact.

Introduction

Out of Home (OOH) verification platforms have been developing and evolving as media owners have continued to invest and grow the industry with new products across classic and digital formats.

Out of this development comes the need for greater transparency around 3rd party independent campaign verification.

The Verification Standard is for Digital Out of Home ad play verification for Share of Voice/Time Buys; Classic Out of Home Buys are currently not part of the verification Standard.

This Verification Standard will underpin and clearly define the verification process guidelines for the future of our industry.

By ratifying a set of unified and agreed industry verification principles, the Standard delivers a solid technical framework to assist with the adoption of new tools and market technologies as they emerge.

In Aotearoa, we are early adopters, and this is evident in the speed at which Advertisers have embraced DOOH; 76%* of all revenue is from Digital Out of Home – the highest digital revenue share in the world as of 2023.

The OOHMAA Steering Committee have worked with a representative Aotearoa Out of Home Buyers committee to develop a set of fair and reasonable verification metrics that is Industry agreed upon, along with a Verification Dispute Resolution Process.

* OOHMAA reported revenue as at January 2024

Content

OOH
MAA

Out of Home Standardisation
Out of Home Media Association of Aotearoa
Version 1.0 © January 2024

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Verification Standard

When the Standard applies

These Digital ad play verification standards are designed to apply to Share of Voice /Share of Time campaigns booked, i.e. on a set site list for a specific period of time, for example, a week.

The standards do not apply to either static campaigns or audience-based buys against impression targets, for example, Programmatic Buys or Impression Buys where ad plays are not the metric being verified.

This Verification Standard is the first step; a programmatic standard will be developed as solutions become available.

Core Verification Principles

Proof of Play data is the final source of truth

When there is a significant discrepancy between verification data and vendors' own play data, then proof of play data sourced from the player, i.e. Broadsign/Ayuda/Doohly (Content Management System) is the source of truth.

The supplier will source play logs in the case of significant discrepancy between verification data and Vendor's and supply to both the verifier and the buyer.

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Verification window one week max

To ensure consistency of delivery across campaigns no more than one week in duration, a standard 'verification window' of one week or less is proposed For campaigns of longer than one week, the campaign will be assessed in one-week blocks.

For example, a campaign of 3 weeks will be assessed against 3 x one-week delivery windows.

In the first few days of the campaign going live, performance needs to be checked, then weekly after that – agencies to flag any performance concerns with suppliers.

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Standards only apply to campaigns where the buyer engages an independent 3rd party Verification company to verify the campaign

The Vendor will only support verification when a license between a buyer and verification technology is in place and media owner has accepted verification technologies and methodologies.

Agency to confirm a verification party is involved at the time of briefing or before booking.

The responsibility to ensure a campaign delivers is shared between Vendor and Agency.

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It is always the Vendor's goal to deliver 100% of booked panels, plays and exposure.

The metrics, as outline on the following page, set parameters that are acceptable to Agency and Vendor should the goal of 100% delivery not be achieved

Members will endeavour to reflect this in their booking terms, which remains the operative legal document for any campaign booking.

Verification Metric:
Total Booked Panels

All booked panels delivered plays during the campaign period

Minimum delivery

To be counted as a Delivered Panel, each individual screen should play a minimum of 95% of the planned plays during the campaign period.

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If a particular site is not delivering any plays at all or is consistently playing under the 95% campaign delivery threshold for a significant part of the campaign period, then that site shall be replaced by the Vendor with a similar site.

Alternatively the Vendor may schedule additional plays on the particular site that is under delivering in order to achieve the threshold

This change will be communicated and agreed upon with the buyer.

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Under-delivery

If across the campaign period, a particular site/sites delivers under 100% of planned plays/time but above the proposed 95% plays tolerance level, then no compensation on under-delivery is required for that site/sites.

In the event of 'catastrophic' downtime, reasonable action will be taken by the supplier.

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Vendor's endeavour to notify The Agency of these issues when aware in a timely manner and reasonable action will be taken

If there is a period of delay between the Agency or the third party providing the creative or correctly instructed creative and the campaign start date, campaign verification will commence only when the creative (or replacement) is scheduled.

Any under-deliveries due to this will be rectified at the discretion of the Vendor.

Verification Metric:
Total Booked Plays

The campaign delivers to its
play targets across booked sites
during the campaign period

Booked plays measured across total campaign period

Booked Plays are measured across the total campaign period, e.g. a week or a day, rather than hour by hour (unless the campaign is a day-part).

However, for verification purposes, the maximum' verification window' is one week.

If a campaign is longer than one week, it will be assessed across multiple 'verification windows' of no longer than 1 week. For example, a 3-week campaign will be evaluated across three x 1-week windows.

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Booked Plays delivery tolerance 95%

The Vendor will always endeavour to deliver a minimum of 100% of total booked plays across the entire campaign.

If a campaign delivers less than 95% of planned plays on booked sites, the Vendor will compensate the advertiser for missing plays on the same or similar sites.

No compensation is due if plays are below 100% but above 95% of total booked plays.

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Individual site/s delivery tolerance

Booked Plays for a campaign are calculated against all booked sites in the campaign rather than site by site – however, all individual sites should also deliver a minimum of 95% of booked plays across the campaign period.

If a particular site is not delivering plays or significantly under-delivering, then it must be replaced by the Vendor (as above).

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Bonus* in Booked Sites

Any Bonus Booked Plays occurring in Booked Panels will contribute to the Total Booked Plays within the campaign plan.

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Monitoring of campaign delivery is the responsibility of the third-party verification company and agencies.

Any under-deliveries need to be addressed weekly at the end of the campaign period. Suppliers will endeavour to make up any under-delivery on a weekly basis if notified by the Third-party verification provider and/or agency.

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Tolerance is required due to the realities of operating a network in the physical world where there are incidents like localised power outages, council work, and internet outages that are out of our control and the variations this can cause between third-party verification data and vendors' play data.

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If there is a period of delay between the Agency or the third party providing the creative or correctly instructed creative and the artwork deadline, campaign verification will commence only when the creative (or replacement) is scheduled.

Any under-deliveries due to this will be rectified at the discretion of the Vendor.

*Bonus as defined by
the individual Verification
Companies*

Verification Metric:
Total Booked Exposure Time

The campaign delivers to its Exposure Time targets on booked sites during the campaign period

Booked Time measured across the campaign period

Booked Exposure Time is measured across the total campaign period, e.g./ a week or a day, rather than hour by hour (unless the campaign is a day-part).

However, for verification purposes, the maximum verification window is one week.

If a campaign is longer than one week, it will be assessed across multiple 'verification windows' of no longer than one week. For example, a 3-week campaign will be evaluated across three x 1-week windows.

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Booked Time delivery tolerance 95%

The Vendor will always endeavour to deliver a minimum of 100% of the total booked Time across the entire campaign.

If a campaign delivers less than 95% of planned Time on booked sites, the Vendor will compensate the advertiser for the missing Time on the same or similar sites.

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Individual site/s delivery tolerance

Booked Exposure Time for a campaign is calculated against all booked sites in the campaign rather than site by site – however, all individual sites should also deliver a minimum of 95% of booked plays across the campaign period.

If a particular site is not delivering plays or significantly under-delivering, then it must be replaced by the Vendor (as above)

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Bonus* in Booked Sites

Any Bonus Exposure Time that happens in booked panels will count towards the Total Exposure Time targets.

The max verification window is in weekly increments

Tolerance is required due to the realities of operating a network in the physical world where there are incidents like localised power outages, council work, and internet outages that are out of our control and the variations this can cause between third-party verification data and vendors' play data.
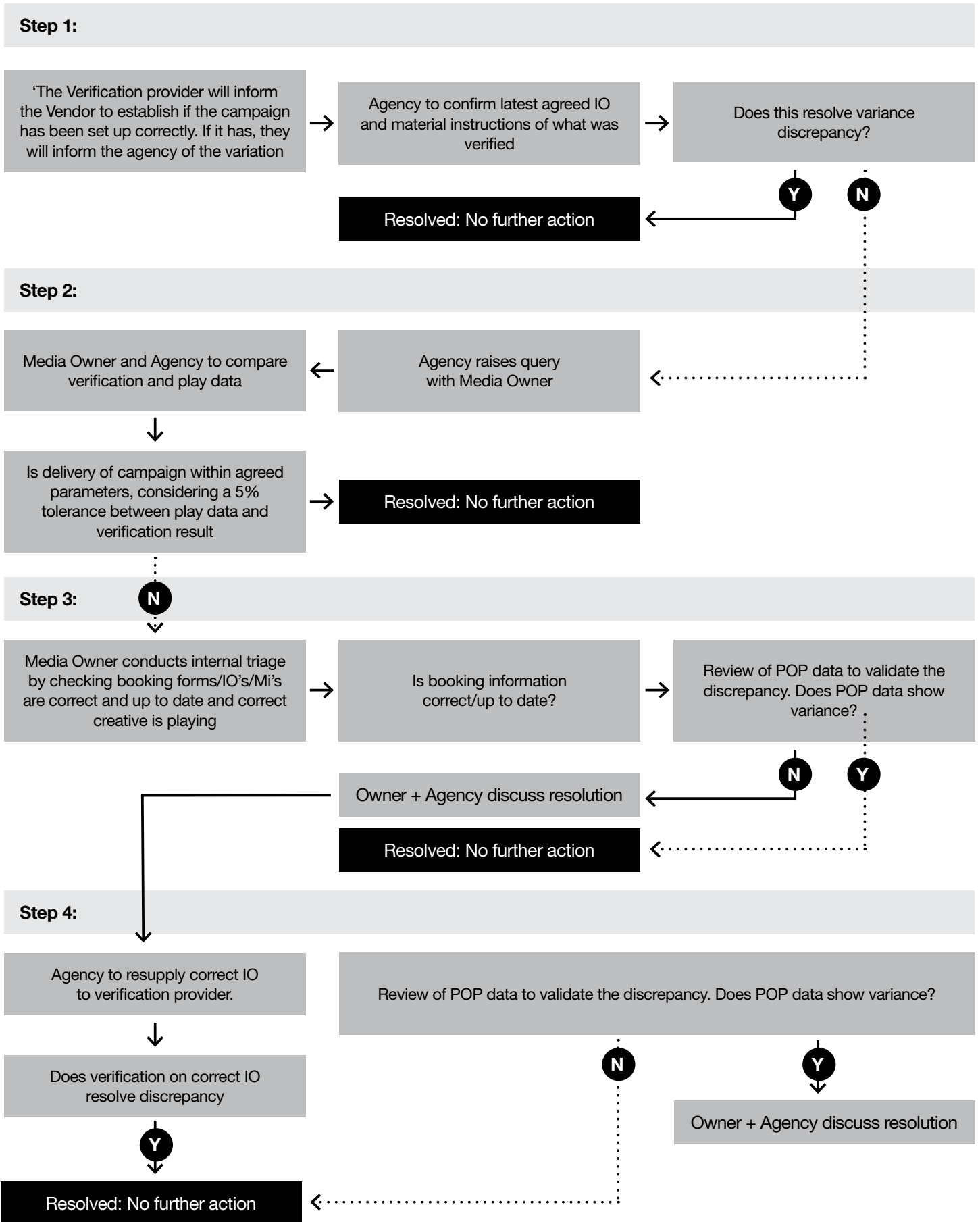
As per Total Booked Plays section

*Bonus as defined by the individual Verification Companies

Standardised.
Verified.
Maximised.

Appendix

Disputes Resolution Process

Step 1:

'The Verification provider will inform the Vendor to establish if the campaign has been set up correctly. If it has, they will inform the agency of the variation →
Agency to confirm latest agreed IO and material instructions of what was verified →
Does this resolve variance discrepancy?

Y **N**

Resolved: No further action ←

Step 2:

Media Owner and Agency to compare verification and play data ←
Agency raises query with Media Owner ←

Is delivery of campaign within agreed parameters, considering a 5% tolerance between play data and verification result →
Resolved: No further action

Step 3:

N

Media Owner conducts internal triage by checking booking forms/IO's/Mi's are correct and up to date and correct creative is playing →
Is booking information correct/up to date? →
Review of POP data to validate the discrepancy. Does POP data show variance?

N **Y**

Owner + Agency discuss resolution ←

Resolved: No further action ←

Step 4:

Agency to resupply correct IO to verification provider.

Review of POP data to validate the discrepancy. Does POP data show variance?

N **Y**

Does verification on correct IO resolve discrepancy

Owner + Agency discuss resolution

Y

Resolved: No further action ←

Reportable Verification Metrics Measured

Plays Metrics

Booked/Expected/Contracted Plays

Delivered Plays

Guaranteed Plays

Bonus Plays

STA Plays

Missing Plays

Plays Outside/Inside Illumination/Operating Hours

Plays by Region/State/Market

Plays by Format/Category

Total Plays

Off Plan Plays

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Panels/Sites

Booked/Expected/Contracted Panels/Sites

Delivered Panels/Sites

Missing Panels/Sites

Bonus Panels/Sites

Panels/Sites Missing Plays

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Exposure Time

Booked/Expected/Contracted Exposure/Duration Time

Delivered Exposure/Duration Time

Missing Exposure/Duration Time

Bonus Exposure/Duration Time

Total Exposure/Duration Time

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Ad Length

Booked/Expected/Contracted Ad Length

Delivered Ad Length

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Share of Time/Voice

Booked/Expected/Contracted Share of Time/Voice

Delivered Share of Time/Voice

Bonus Share of Time/Voice

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NB: Terms may very by Third Party Verification companies os please refer to relevant Third Party Verification companies terminology documents for respective definitions.

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Out Of Home
Media Association
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