



DOOH Verification State of the Nation - ANZ

Q1 2022
April 2022

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Introduction

Welcome to the inaugural DOOH Verification - State of the Nation Q1 2022 report profiling collected insights from the ANZ DOOH market for the first quarter of 2022. Verification in DOOH while table stakes across out of home campaigns in Australia, is still very much nascent globally. It is the last of the major digital mediums to be independently verified and we're excited to be the first to publish insights across the market from an independent point of view.

Thorndyke verification measures hundreds of millions of impressions a month across the market. This report pulls together insights from the ANZ market through our verification services and offers an industry perspective across the market in this region.

Verification in DOOH

In the early days of the internet, infrastructures were quickly built that allowed ads to be delivered and provided a monetization avenue for publishers; ad servers, audience pixels and other 3rd party tags were supported, and thus independent measurement was established early as the industry grew.

In OOH, the digitization of billboards is even younger than online advertising, and the plumbing to support independent measurement and verification is still very much in its infancy.

How it differs

The questions for brands who are advertising in OOH is no different to any other digital media; am I getting what I paid for, are my ads running in the right location, at the right time to the right audience. With most OOH media owners operating a private network with restricted access to the internet, some of the issues that have troubled digital including non-human traffic and brand safety have been avoided.

In fact DOOH is unique in that creatives are unskippable, not subject to ad blockers or subscription paywalls. It is one of the few digital mediums to not suffer from issues that have plagued digital.

Independent Measurement

Historically, OOH has never been subject to independent measurement and has operated within largely walled garden environments. However over the last few years verification along with programmatic are bringing the trust and transparency conversation to the OOH environment and bringing measurement inline with other digital mediums such as desktop, mobile and CTV. But underpinning everything is ensuring delivery matches the media plan and that accountability is upheld.

Definitions

Getting DOOH metrics in line with digital becomes important for several reasons: first as we move to programmatic, using the same language as the traders will help make sense of the medium and the opportunity it offers, and secondly it will standardize measurement making it more comparable against other digital channels.



Viewability

Unlike desktop, the entire browser window is dedicated to housing the ad creative. Typically creatives tend to be full screen and almost always 100% in view. Using the Intersection Observer method which is an MRC accredited approach to measuring for viewability, we've been able to see that DOOH ad creatives reach 100% viewability, more than 99% of the time.



Time in View (Duration)

The average duration that a viewable impression remains in-view. Impressions that are not viewable according to the MRC standard are not included in this calculation. This is measured in seconds.



SOT

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.

Definitions

It's also worth noting that definitions and standards are evolving and may differ by market. Over the next few years we'll start to see the IAB and MRC begin formalizing definitions which will also help accelerate spend and growth in OOH.



Offplan

These are impressions that were outside the original booking targeting criteria. This would include impressions delivered outside the time window; day or time of day. Location including wrong location such as city or state, or for panel buys, impressions on screens that weren't included in the original plan.



Bonus inc. guaranteed, STA

Impressions delivered that are in addition to the original booking. Guaranteed bonus is typically part of the media booking, and STA is discretionary. Only impressions that met the campaign targeting parameters are included in this calculation.



Offline Panels

Due to the outdoor locations of some screens, internet connectivity can sometimes be intermittent. This metric describes the % of time panels might be offline.

Viewability

DOOH might be the world's most viewable digital format surpassing Connected TV (CTV) and mobile app viewability, at 99.5% viewable. Using the Intersection Observer API* method for measuring viewability, we are able to accurately detect viewability across all screens and media owners. Measurability across all media owners and screens was 100% with all environments supporting modern JavaScript and measurement methodologies. In addition to this checks are made to ensure the ad creative is taking up the available viewport.

**The Intersection Observer API provides a way to observe the visibility and position of ad creatives on screen. It is an accreditable approach for viewability via the MRC (Media Rating Council)*



Viewability

Australia



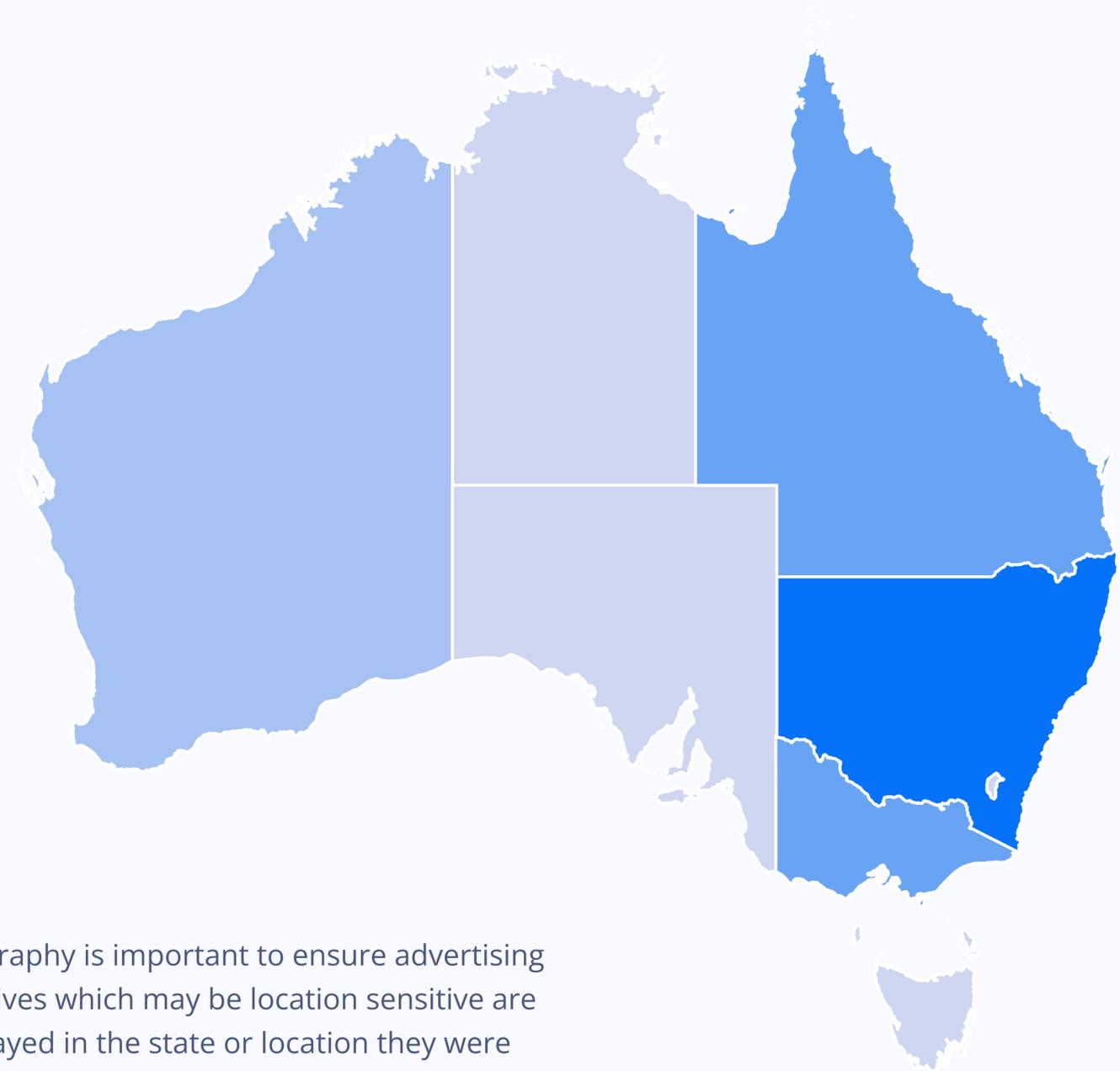
99.5%

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Geography

Using the targeting criteria from the campaign media plan, impression data can be geolocated and reported on. DOOH media owners operate a secure network which is unlikely to be exposed to the open internet and therefore IP addresses are less reliable to determine geolocation (unlike digital online where the IP address is used to measure impressions by country or state). Instead, the physical asset locations (including Lat/Lon) are shared with the verification vendor in advance and actual impression reports from the screens are reconciled with the intended location.



Geography is important to ensure advertising creatives which may be location sensitive are displayed in the state or location they were intended.

Offline Panels

Another unique aspect of DOOH is player connectivity. Screens are connected via ethernet or mobile/cellular connection especially in outdoor areas where a fixed line may not be available.

Players connected via cellular may temporarily lose connection with the main CMS yet will continue to rotate creatives. It's essential these impressions are stored and sent back when the player resumes connectivity. To overcome this, verification vendors should cache impression data locally whilst the unit is offline and upload the data once connectivity is resumed.

The table on the right looks at the average time a panel was offline for greater than 10 minutes.

One note, a recent test across the major OOH vendors in Australia in late 2021 revealed that 56% of CMS players were running software versions that did not honor certain caching protocols.

ENVIRONMENT	PANELS OFFLINE FOR GREATER THAN 10MINS	VS LAST QUARTER
Retail	5%	N/A
Street Furniture	8%	N/A
Airport	12%	N/A
Billboard	5%	N/A
Lifestyle	3%	N/A
Transport	10%	N/A

Delivery

Our data showed significant impression volumes. However not all of these were within the targeting criteria of the campaign.

Off Plan impressions are impressions that were outside the targeting criteria of the campaign - more about this is explained in the next section.

Over deliveries are impressions that exceeded what was booked but were within the targeting criteria. We saw that on average, campaigns over delivered by 16%.

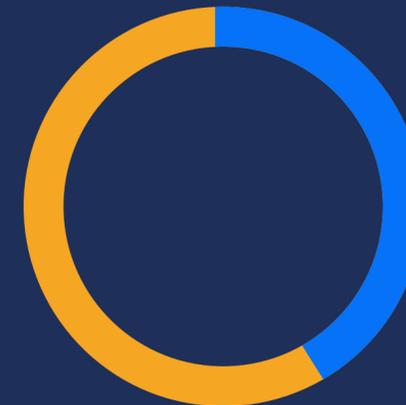
Campaign Volumes

206%

VOLUME IMPRESSIONS V BOOKED

For panel specific buys, there was more than double the volume of impressions delivered than was booked - 206%

Total Impression Analysis - Off Plan vs On Plan



■ On Plan 56%

■ Off Plan 44%

44% of total impressions were off plan

116%

CAMPAIGN OVERDELIVERY

Total impressions on campaigns with specific site/panel bookings exceeded 116%

Off Plan Analysis

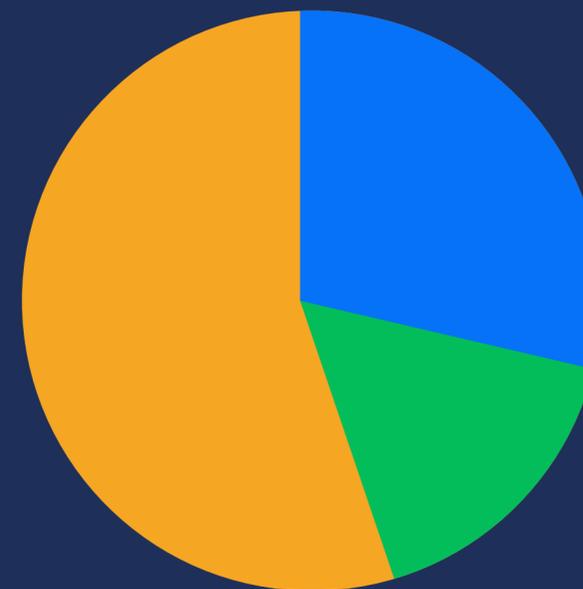
Calculating media value is essential as part of DOOH buy. Media buyers often talk about media value which incorporates bonus impressions that are bundled into the campaign.

This is a way of adding extra value and when these impressions are mapped to media cost, if availability allows for it. However that extra media value should only include impressions that met the original targeting criteria as per the booking. Actual impressions delivered outside of the target criteria e.g. wrong panel or package, wrong day or time, wrong location are classified as off plan.

44%

Offplan Impressions

44% of all impressions are off plan for panel bookings



- Outside of illumination hours **58%**
- Outside of flight dates **14%**
- On screens that were not part of the original booking **28%**



Summary

We predict DOOH as one of the next major growth opportunities as programmatic and 3rd party measurement become standard. Australia currently leads the way with advanced buyers who already verify digital and online activity and want to expand that to DOOH. That coupled with media owners who are embracing verification and see it as a way to continue to build trust and transparency in the medium.

There is still work to be done. The early days of the internet gave rise to infrastructure that allowed for advertising, independent measure using JS and pixels. Supporting verification and other tags for tracking is still new and introduces new processes for the media owners. Programmatic is also driving change and bringing the medium into the digital buying world of trading desks - and with that reporting metrics inline with digital. For programmatic transparency to flourish, we'll need the specialist DOOH DSPs and SSPs to support 3rd party tags as the omnichannel DSPs do in online.

Overall the outlook is positive and the early moves of the market in Australia are getting the attention of other markets including the UK and the US.

About thorndyke

The team behind thorndyke has been working in verification for the past 10 years across digital, online and mobile.

We're huge believers in independent measurement and are excited about the DOOH opportunity. We're a team that's built and delivered measurement and verification products for the past 10 years.

And as DOOH is one of the last digital mediums to be measured, we're excited about delivering better campaign measurement and centralised campaign reporting for marketers.



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