

INTERACTIVE OOH MEDIA PRIMER



Outdoor Advertising Association of America

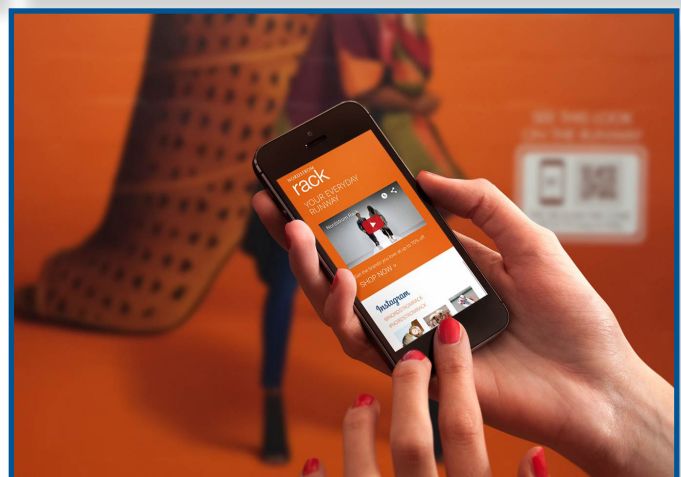
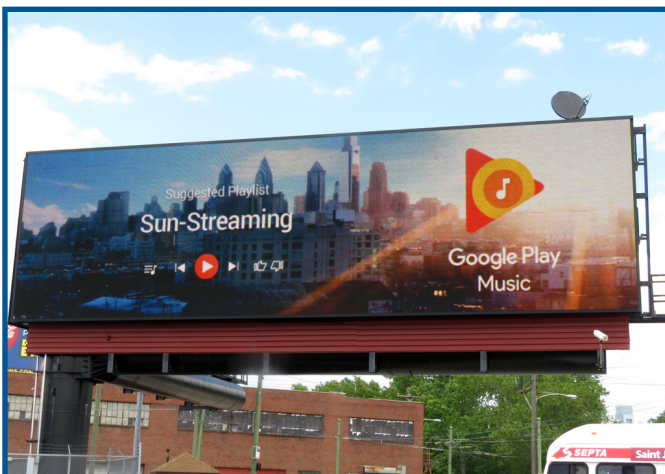
INTRODUCTION

With the growing pervasion of mobile connectivity in consumer-brand relationships, whether through retail, media, or other sources, integration of mobile with out of home (OOH) advertising is the next strategic choice, and a valuable part of any media campaign.

The ubiquity of OOH advertising provides a constant presence for a brand, surrounding and immersing consumers with messaging as they move throughout their day. These consumers are in a different frame of mind when they are away from their home or office and near the point of sale. Consumers make buying decisions when they are on the go, and OOH keeps a brand top of mind.

OOH advertising has the ability to reach a broad audience but can also be hyperlocal, letting consumers know about businesses in close proximity to an OOH display or products sold in the area. The medium is increasingly used as a direct response mechanism, with unique content delivered directly to consumers. OOH can also be used to reinforce a brand's online presence, multiplying the potential scale of a campaign.

This primer outlines the basics of the IoT landscape, how OOH advertising fits into an interactive campaign, ways to incorporate IoT into creative OOH executions, and more. The effectiveness of these applications will vary based on the OOH format and location, and user safety must always be a primary consideration.



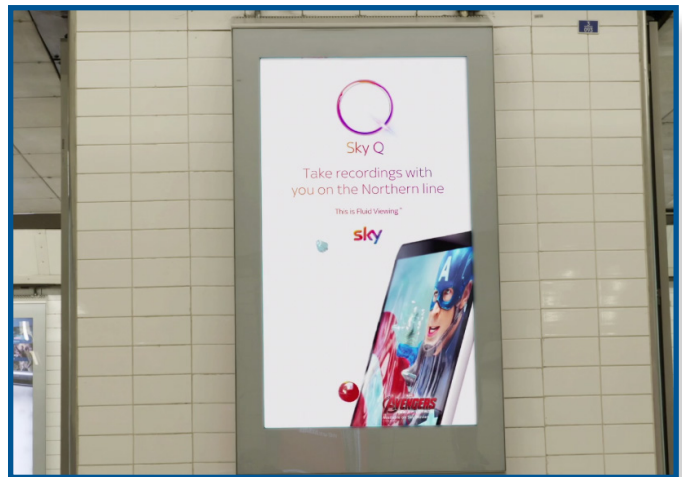
Various social media platforms can be incorporated into the creative of the many OOH formats available, reaching consumers multiple times throughout their day.

THE MOBILE LANDSCAPE

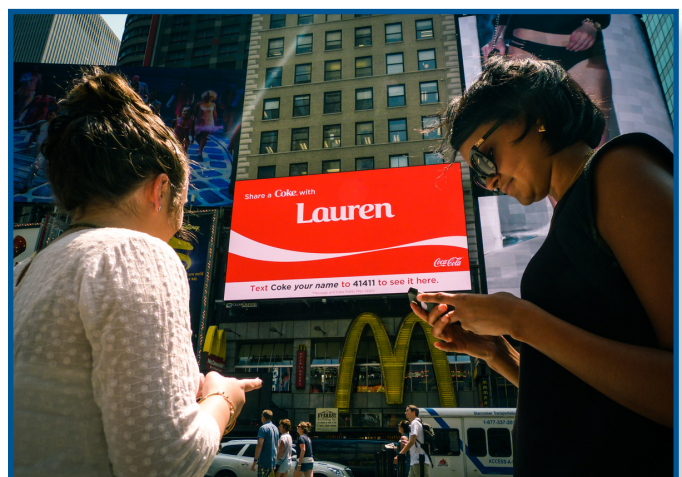
As the notions of data and of being connected have grown in importance, and with mobile devices becoming central to human lives, mobile interactivity along with digital extensions, have carved itself out as the next frontier. There were 6.9 billion mobile subscriptions in the world at the end of 2014. With a majority of users owning multiple devices, Wireless Intelligence estimates there are 3.2 billion unique mobile users worldwide. That means 45 percent of the world's population has an active mobile device. Smartphones have now become the dominant mobile device in the US. According to the Pew Research Center, 56 percent of American adults own a smartphone and that number will continue to grow in the coming years.

Smartphone ownership still skews towards a younger demographic; four-fifths of Americans between the ages of 18 and 34 say they own smartphones. However, adoption levels among older users continue to increase. Sixty-nine percent of 35-44 year olds and 55 percent of 45-54 year olds now have smartphones as well. A recent study by Internet Retailer shows that mobile commerce is now 30% of all U.S. e-commerce, with 964.7 million unique mobile monthly visitors to mobile sites.

The growing use of mobile interaction presents opportunities to incorporate it across the traditional media spectrum. OOH advertising is a key media option to accelerate and amplify digital and mobile marketing campaigns. The most important aspect of such integrated campaigns is the consumer experience. Advertisers who want audiences to respond to or interact with their messages must reward consumers for taking that action. Some campaigns may offer free content or a free trial of a product; others may display user-generated content on OOH formats to create a conversation within a local community. The means of connecting with consumers will vary based on the campaign objectives, but providing a consumer benefit is vital for ensuring audience participation.



Sky Q, a new wireless home entertainment service that offers a "fluid viewing" experience advertised on OOH nationwide. The campaign creative delivers contextual messages along popular commuter routes.



OOH AND DIGITAL EXTENSIONS

Mobile and digital extensions are an excellent complement to an OOH campaign. When used in conjunction with an OOH strategy, mobile can serve as a conduit through which consumers can connect with an online experience.

Extend the Conversation

Integrating mobile with OOH extends the conversation beyond the physical location of the OOH media. By interacting with an OOH campaign through a mobile device, consumers can continue to engage with a brand as they move past the physical media. For example, printed OOH can be used to promote an artist's upcoming concert, and a mobile component, which allows the consumer to digitally interact with that media point, will let a user buy tickets in that moment, as they continue walking. Digital OOH formats make the pairing even more compelling, displaying a picture of a brand's newest Facebook fan and thank them for "liking" the brand on Facebook, or adding a +1 on Google+, for example.

When combined with other advertising in an integrated media plan, OOH is proven to extend reach and drive consumers to engage with brands online and in-store. A 2012 Media Behavior Institute study showed OOH has the potential to increase the reach of a mobile campaign by up to 316 percent.

Increase Sales

OOH advertising can increase sales. Sixty-nine percent of travelers report making purchase decisions outside of their homes frequently or sometimes, where they are exposed to a myriad of OOH messages. According to Arbitron's 2013 OOH Advertising Report, 39 percent of adults who have seen an OOH advertisement in the last month have visited the advertised store; 40 percent have visited a restaurant after viewing an OOH ad. Twenty-nine percent of those who've seen a sale or special advertised in OOH have visited the store that same week, and 26 percent have visited a store, business, or restaurant immediately after seeing an OOH advertisement.

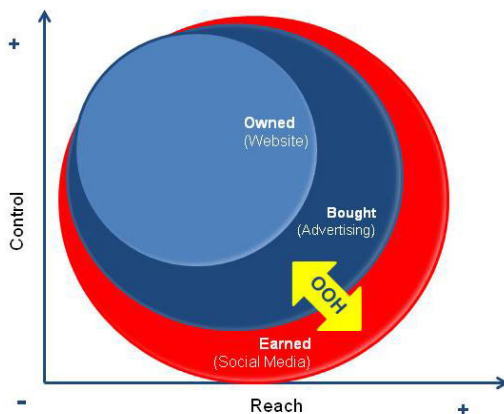
Create Content

OOH can be a public venue for user-generated content,

either as a way of asking users to submit content or as a way of displaying pictures, text, or video (on select formats). For location-based social media, an OOH display can even be used as a check-in point.

Instant Action

OOH advertising can incite an inclination to interact with a brand in some capacity (visiting a store, making a purchase, sharing on social). However, the presence of mobile turns that inclination into a possible action. When a consumer interacts with a brand through mobile, it empowers them to take an action in the moment, whether it is broadcasting the brand's message to their network through social media, RSVP'ing to an event, or purchasing a product. OOH is a local medium, so mobile can amplify a brand's message when combined with OOH because it



Gracepoint utilized digital capabilities in Detroit by allowing viewers to vote on who they thought was guilty while the show was airing using social media.



McCafe promoted commuters to snap a photo using #McCafe for the opportunity to receive a free coffee around NYC.

Brand Loyalty

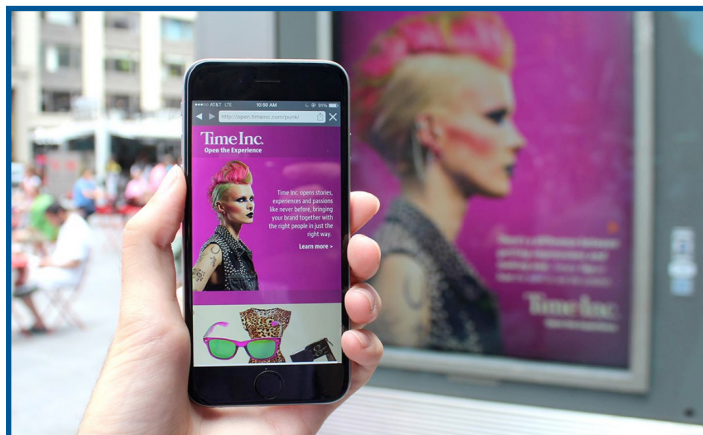
Mobile interactivity can help increase brand loyalty. As a reward for interacting with OOH media, consumers can receive discounts and promotions and save them directly to their phone, incentivizing them to visit a store in the near future. Additionally, through digital extensions, a brand can provide relevant and relatable content that connects with a consumer, causing them to feel a sense of loyalty with the brand.

Insights

The use of mobile with an OOH campaign has the added benefit of providing insights into audiences. By recording which kinds of contents users most interact with, and by seeing which actions lead to the highest conversions, brands can get a better sense of what works for their customers and what does, thereby shaping the kinds of content they provide and the way they execute campaigns in the future.

The increase in interactivity also enables brands to measure the effectiveness of a display location and creative - in some cases in real time. The ability to monitor these campaign metrics allows a brand to make adjustments on the spot if required.

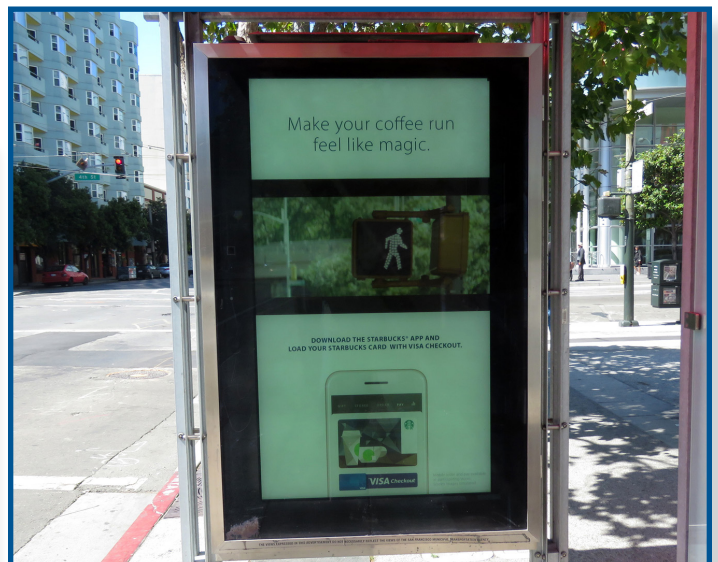
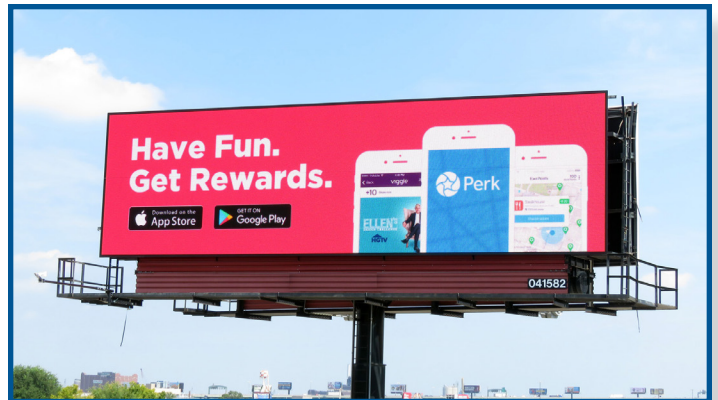
In this way, the combination of OOH and mobile form a kind of ecosystem. Certain technology providers monitor campaigns via their own dashboards, measuring how often consumers engage with a campaign, during what times of day users engage the most, and the kinds of actions taken. After an initial engagement, an anonymous user profile is created for each user. By tracking the kinds of advertisements and displays that user interacts with, content can be personalized and better targeted to ensure that the most suitable content is reaching the rights users.



Time Inc. executed a digital and mobile OOH experience where consumers could interact with the NFC/QR touchpoints to explore each unique experience and subscribe to Time Inc's publications.

Limitations

Just as any medium has its limitations, so does mobile. In order for certain mobile devices to work, like beacons, a user must have their Bluetooth enabled for them to receive a notification. Additionally, only users with Android devices can interact with NFC tech, however, iOS users can interact with QR codes. Notwithstanding, OOH is one of the most noticeable forms of advertising. Seventy-five percent of US adults reported noticing a billboard, street furniture or transit advertisement in the last month, and that increases to 84 percent among those who have driven or ridden in a vehicle. OOH also boasts a strong engagement level with viewers. Of those who have seen a billboard in the last month, 82 percent looked at the advertising message and nearly half (46%) look at billboard messages most or every time they encounter one. OOH advertising is effective in its own right, even without a call to action. Incorporating mobile is therefore an added value.



CREATIVE GUIDELINES

There are many ways to incorporate mobile call to actions into the creative of an OOH campaign. Some are as simple as adding a “tap/scan” graphic pointing to the touchpoint, or adding “Connect with us” to the text on a display. Other creative applications work with a consumer’s mobile device to instantly engage the consumer. However mobile is incorporated, it needs to provide a benefit to consumers.

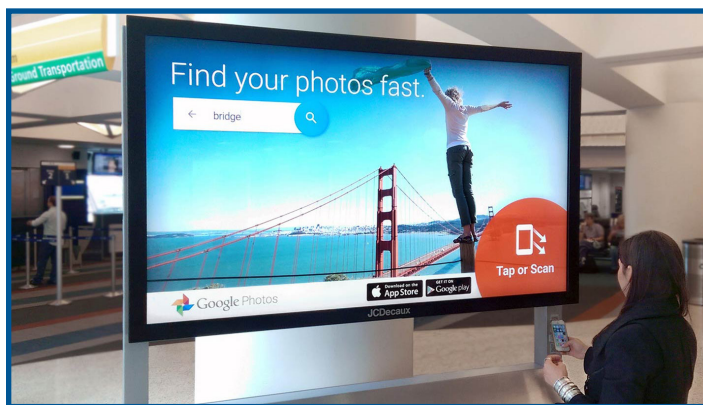
Bluetooth

Bluetooth is a short-range radio technology designed to allow communication between the increasing numbers of electronic gadgets today’s modern consumers have at their disposal. Bluetooth is a world standard, developed originally by Ericsson and Nokia and managed by the Bluetooth Special Interest Group. Bluetooth enables devices to tell each other what they are capable of doing, allowing them to interact with each other.

Consumer-oriented Bluetooth devices have a range of about 30 feet and are often referred to as “Class 2” devices. Industrial Bluetooth systems have a range of up to 300 feet and are referred to as “Class 1” devices. All measurements are taken in “clean air.” In practice, urban locations have radio interference from electronics, radio, and microwaves, which may impact the ability of Bluetooth to reach its maximum range.

Today, Bluetooth is found in an increasing variety of consumer electronics and is an ideal platform for delivery of marketing, entertainment, and informational content to consumers. Bluetooth is a point-to-point transmission between a sender and receiver. There are no charges for either the consumer or brand to send content.

There are three states of Bluetooth: off, on, and discoverable. When Bluetooth is off, there is no activity



whatsoever. When Bluetooth is on, the Bluetooth

device can talk to devices it is paired with or already connected to, but no other devices can see it. When Bluetooth is made discoverable, or visible, it

means other devices can see it and attempt to communicate with it. A Bluetooth device must be made discoverable to opt in to communications. Some phone makers limit which devices can be paired with their phones.

The latest version of Bluetooth, Bluetooth low energy (BLE) solves many of the technology problems with new protocols for ambient, continuous, low-power connectivity at a low cost. BLE is designed specifically to consume small amounts of energy and help phone batteries last longer. Android phones 4.3 and later support BLE, along with iPhones 4 and later.

BLE is harnessed in some of the latest technology developed by both Apple and Google. Apple’s iBeacon has launched in the public domain; and is a standard designed by Apple that is currently being used in Apple stores to assist shoppers with upgrades, product information and location, and customer service. Conversely, Google’s Eddystone is an open source standard that was made open to the public. Both types of beacons communicate through small BLE transmitters which can be placed in OOH media, or located above shelves and under product display tables, amongst other spaces. Consumers in a beacon zone receive personalized micro-location based notifications and actions through an Apple or Android app or within Chrome for iOS.

This level of microtargeting will create a new set of applications in indoor mapping with built-in micro-location geofencing features. These beacons’ capabilities can provide apps with an extension of micro-location awareness that can be used in places, such as museums, retail stores, and parks.



Geofencing allows advertisers to target consumers as they move through a specific geographic area. Under Armour used geofencing to alert consumer about Stephen Curry’s shoes it was promoting.

Geofencing

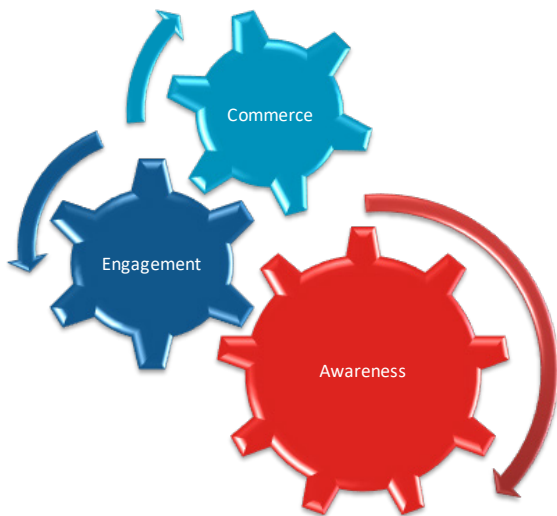
Geofencing is the creation of a virtual perimeter around a geographic location. Using the latitude and longitude of a given point, advertisers can establish a radius within which to deliver a message to consumers. The consumer location can be determined based on GPS, a cellular network, or a WiFi signal.

When a user enters the area defined by the geofence, a message is sent to the user's device. The notification can be sent via email, text message, or even through a mobile app. Location-based information allows advertisers to more efficiently target consumers. For example, a retailer could promote a sale by sending an alert to everyone who passes within 400 yards of a store location or even distribute coupons to drive purchases.

As with any technology that accesses consumer data, privacy concerns are of the utmost importance. Marketers should ensure they have permission to send content to consumers, and the ability to opt out must be clear and simple to execute. Tying touchpoints into social media can be an easy workaround, as a number of sites including Facebook, Twitter, and Foursquare have location-based functions their users have already opted into.

Near Field Communication

Near field communication (NFC) allows for simplified transactions, data exchange, and connections with a touch. Formed in 2004, the Near Field Communication Forum promotes sharing, pairing, and transactions between NFC devices, and develops and certifies device compliance with NFC standards.



OOH advertising raises awareness. An added value of the medium is an increase in engagement and sales.

Currently, all new flagship Android phones are equipped with NFC technology. Apple's iPhone has NFC enabled only for Apple Pay functionality. However, the NFC capability is expected to be opened to its full capability in the next year.

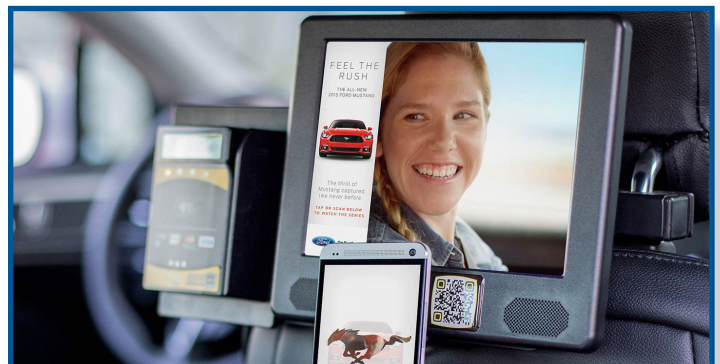
A smartphone or tablet with an NFC chip can make a credit card payment or serve as a keycard or ID card. NFC devices can read NFC tags on a display to get more information or an audio or video presentation. NFC can share a contact, photo, song, application, or video.

NFC is a set of short-range wireless technologies, typically requiring a distance of four centimeters or less. NFC always involves an initiator and a target; the initiator actively generates a radio frequency field that can power a passive target. This enables NFC targets to take very simple forms such as tags, stickers, key fobs, or cards that do not require batteries. Communication is also possible where both devices are powered.

This technology can be used to trigger digital ads, for example a customer loyalty card is recognized. NFC can be used to send consumers more information about a brand through their smartphones. The technology can also be used to literally turn an OOH display into a point of purchase, where a consumer simply "taps" their smartphone to the ad to order or purchase a product – a feature that may be especially attractive to online retailers.

QR Codes

QR code is short for "quick response" code. It is a two-dimensional barcode readable by smartphones that have a camera and a scanning application. The code consists of dark modules arranged in a square pattern on a white or light background. QR codes need to have a high contrast between the dark and light patterns. The information encoded can be text, a website URL, or other information. The use of QR codes is free of any license and many code generators and readers can be found online. QR codes can hold



Riders were given access to exclusive mobile content promoted on the video screens within the taxi.

much more information than bar codes.

QR codes are trackable and can provide valuable metrics to a brand. There are free and paid services that provide this tracking. QR codes should provide some kind of value to the scanner. It may be easiest to direct QR code scanners to a brand's website, but that's not necessarily the most engaging place to send people. Instead, directing scanners to a unique mobile experience that will provide them with valuable content such as exclusive videos, discounts and promotions, social media feeds, or games will improve overall campaign results.

QR codes are increasingly more common, but never assume consumers will know how to use them. Make it a point to spell out how to scan the QR code, and instruct customers on where they can get scanner apps.

When used with OOH advertising, QR codes should be accessible by pedestrian traffic, such as ads on airport, mall, and transit displays. The size of the QR code will be dependent on how close viewers can get to the display and the angle of viewing. If the viewer can touch the display, the code can be as small as a few inches.

QR codes should never be used to influence vehicular traffic. If used on large-format executions, the display should be in an area where vehicles are stopped, such as parking lots and pedestrian areas.

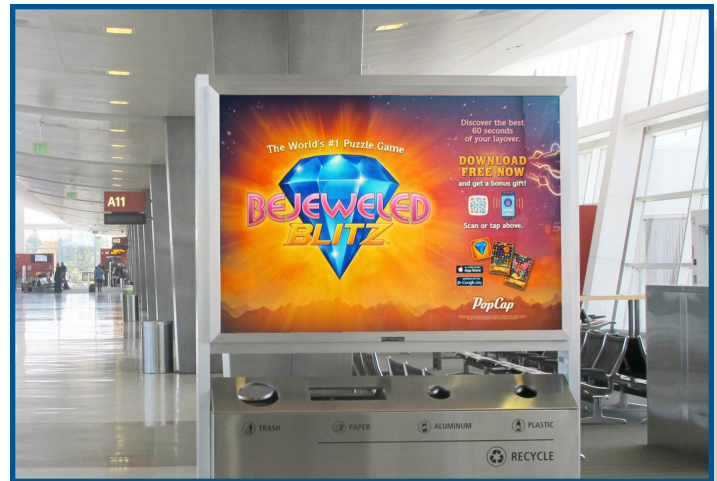
Before implementing a campaign, simulating the QR code location, size, and colors as a test is recommended.
an area where vehicles are stopped, such as parking lots and pedestrian areas.

Before implementing a campaign, simulating the QR code location, size, and colors as a test is recommended.

Texting/SMS

Texting or SMS (short message service) was originally developed by mobile network and handset engineers as a way of sending brief text elements via a mobile network. Texting has now become a major consumer communication channel. Texting allows users to send a message containing 160 characters or less, photographs, sound clips, or video clips to another user via a mobile network.

Because texting relies on a mobile network, there may be a cost to consumers for sending a text message. Fees will vary depending on mobile providers.



PopCap Games used OOH posters in major US airports to give users the ability to seamlessly download the

Brands can use texting to send messages to consumers who have opted in to communications from the brand. The opt-in can be through a website where a consumer enters their mobile number or by the user texting a brand to begin the dialogue.

The main difference between consumer-to-consumer texting and brand-to-consumer texting is the use of a shortcode and a keyword. When a consumer sends a text to another consumer, they enter the recipient's mobile number [e.g. (555)123-4567] and the message text. When a user communicates with a brand, it is common to use a shortcode, which is a number the brand rents to make it easier for consumers to interact. For example, the consumer may text "START" to 68337 to initiate a dialogue.

Shortcodes can be four, five, or six digits long. Like web domain names, some shortcodes are reserved. Shortcodes are normally used in conjunction with keywords, which allows the user to specify what type of interaction they want and the brand to interpret the user's requirements. The most common shortcode/keyword combination would be something similar to the following:

Text CAR to 68337 for more information
A more complex interaction might be:
Text CAR and your ZIP Code to 68337

This would allow the brand to respond with information pertinent to the consumer's location. Shortcodes and keywords need to work across all mobile networks. For this reason, there are a number of aggregator companies who have set up services between shortcodes and mobile operators.

The aggregator removes the hassle of having to talk

to each mobile network individually and provides a seamless inbound and outbound service, along with reporting and billing.

Wi-Fi

Wi-Fi is the worldwide standard for medium range wireless networking used for a variety of devices, including mobile phones, personal computers, and tablets. Wi-Fi provides two-way broadband connectivity and allows any Wi-Fi enabled device with the correct log in details to access the Internet. Wi-Fi solutions consist of two elements – an access point (or HotSpot), which is the base station providing a connection to the fixed-line network, and the client device, which connects to the HotSpot.

Today, Wi-Fi has a range of up to 150 feet indoors and 300 feet outdoors, but range boosters can improve signal strength and reception quality.

Additionally, several Wi-Fi HotSpots can be chained together to make one large zone. All HotSpots need to share a single radio frequency communication channel.

Transmissions on this channel are received by all stations within range. The hardware provides no indication to the sender about whether the transmission was delivered and is therefore called a best-effort delivery mechanism.

A display needs to inform consumers that a HotSpot exists, which is a branding opportunity in its own right

but can also push content to consumers' wireless enabled devices in a similar manner to Bluetooth.

Social Media

There are several platforms under the social media umbrella. Each platform has unique opportunities and limits in the ways brands can communicate with consumers, so it is important to select the ones that best meet the specific campaign objectives.

While new platforms are created every day, most fall into four large categories: networking, like Facebook or Google+; microblogging, like Twitter; location-based media, like Foursquare; and content sharing, like YouTube or Instagram.

NETWORKING is effective in creating a one-on-one conversation and building a relationship between consumers and brands.

MICROBLOGGING requires an immediate response but is an effective customer service tool, or can be used for breaking news.

LOCATION-BASED MEDIA can be highly targeted geographically, allowing a brand to customize a campaign on a hyperlocal level.

CONTENT SHARING is an inexpensive way to extend messaging while promoting content to go "viral"

		Static Billboards	Digital Billboards	Static Street Furniture	Digital Street Furniture	In-Car Transit	In-Station Transit/Airport	Mobile Transit	Digital Place-Based	Cinema
Social Media	Facebook	•	•	•	•	•	•	•	•	•
	Foursquare	•	•	•	•	•	•	•	•	•
	Instagram	•	•	•	•	•	•	•	•	•
	Twitter	•	•	•	•	•	•	•	•	•
	YouTube	•	•	•	•	•	•	•	•	•
Interactive Technology	Augmented Reality		•		•	•	•	•	•	•
	Bluetooth	•	•	•	•	•	•			
	Geofencing	•	•	•	•	•	•	•	•	•
	NFC			•	•	•	•		•	•
	QR Codes			•	•	•	•		•	•
	Texting/SMS	*	*	•	•	•	•	•	•	•
	Wi-Fi			•	•	•	•		•	•

* For use only on pedestrian oriented displays. Not all interactive technologies are recommended for every format. OAAA⁹ discourages the use of mobile devices while driving.

CONSIDERATIONS FOR APPLICATION

When designing the creative concepts for the campaign, there are some elements that should be taken into consideration or avoided.

When using QR codes or texting, safety and responsibility should be taken into account before choosing a medium. Advertising content should not encourage drivers to use a mobile device. Furthermore, QR codes are not effective from a moving car; the motion prevents the scanner from being able to capture an accurate image of the code. Similarly, QR codes are not recommended for digital formats that do not have a duration time long enough for a consumer to scan a code.

When determining the size of a QR code, if it is used on a display visible only to pedestrians, the QR code can be any size. If it is used on a display visible to pedestrians and drivers, the maximum dimensions should be no more than four inches by four inches in size. This will make it small enough to not be noticed by a driver, but large enough to scan by a pedestrian in close proximity.

One of the most important aspects of the creative is the call-to-action – a signal to a consumer to engage with the advertisement. Calls-to-action should be clear and concise, and should outline exactly what is to be expected by engaging with it. Furthermore, the call to action should be positioned at the “end” of the message, typically at the bottom or right of the ad.

While NFC technology is increasing in popularity, its major limitation is that NFC-enabled phones must have the hardware built into the device. Many phones – including the iPhone, currently the most popular smartphone in the US – do not have open NFC capabilities. For this reason, advertisers frequently display QR codes and NFC portals side by side, creating multiple access points for the audience.

While most information provided to a social media platform is considered in the public domain, if the campaign uses user-generated photos, there needs

to be a disclosure statement on the brand’s website, social media page, or on the OOH display. Photos of minors should be avoided altogether.

Unlike most social media companies, YouTube does allow users to change the color of its brand assets, so long as the logo is one color and there is sufficient contrast with the background.

Google does not allow use of its brand assets without prior written approval.

For a full list of guidelines and usage requirements, visit the specific company’s website. If you have questions about a specific campaign use, please consult your company’s legal department.



There are clearly defined rules for using trademarked logos.



NFC allows consumers to access exclusive content or make a purchase by tapping their mobile devices against an OOH ad.



Digital

Digital OOH advertising is a growing media segment and comprises a variety of formats. These various formats provide opportunities for greater tie-in with mobile platforms due to their ability to handle frequent - even real-time - copy changes. The following section highlights some strengths of the medium and ways to optimize digital in a campaign.

Dynamic

Digital advertising can be updated in real time. Updates can be made automatically from a data source to update prices of products, lottery jackpot amounts, winning lottery numbers, etc. Essentially, anything published to an RSS feed can be published to a digital display.

Clients can also have mobile control to change copy on a display to react to market conditions, such as announcing a discount to increase business on a slow day.

Dynamic Conversations

Digital OOH can tie directly into a campaign's mobile efforts by integrating user-generated content from social media. The display can also be equipped with a camera to feed pictures back to the social media platform.

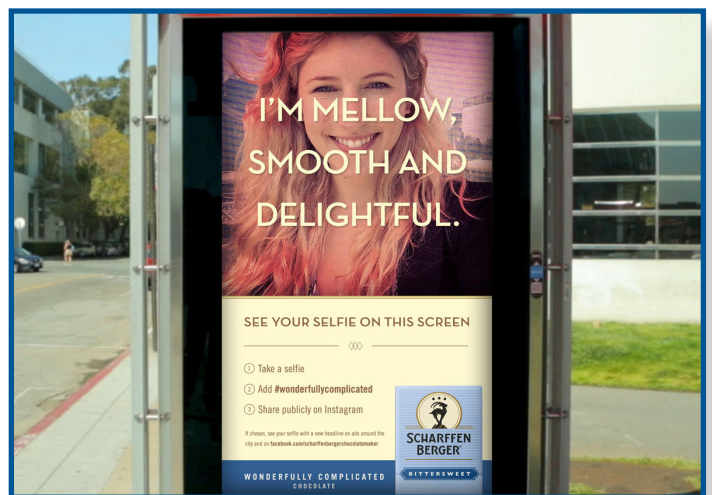
For example, by linking a Twitter account to a digital display, an advertiser can have complete control over their message at all times. The advertiser can update or post a message on Twitter from their computer or smartphone and have it visible to their Twitter followers, as well as every networked digital display they have purchased.

Instead of displaying content from one Twitter account, the display could also post comments from other users with a hashtag or directed to the brand's Twitter handle. However, these comments are an open forum from the public and need to be filtered. Some OOH media companies have automatic filters for text and pictures to ensure inappropriate content is not displayed.

Digital OOH can be a public venue for user-generated content gathered in any fashion, such as through texting, email, or an online submission form, though these means are not necessarily social on their own.



Creative can change in real time on digital OOH displays.



Digital OOH can be used to post user-generated content.



Meijer showcased the hottest trending items in real time on digital billboards. The most popular items on Meijer.com rotated with corresponding photos and prices.

Triggered Content

Digital OOH can rely on automatic triggers to change creative, such as time of day, temperature, weather forecasts, or online trending.

These triggers keep the creative executions timely, relevant, and part of consumer conversations when tied into trending topics on a social media site.

Digital OOH can also be tied into an inventory management system to offer discounts on items that may not be selling as well, change creative when an item is sold out, or direct consumers to a location that has the item in stock.

Digital OOH can rely on triggers like the time, temperature, or number of visits to a website to change content.



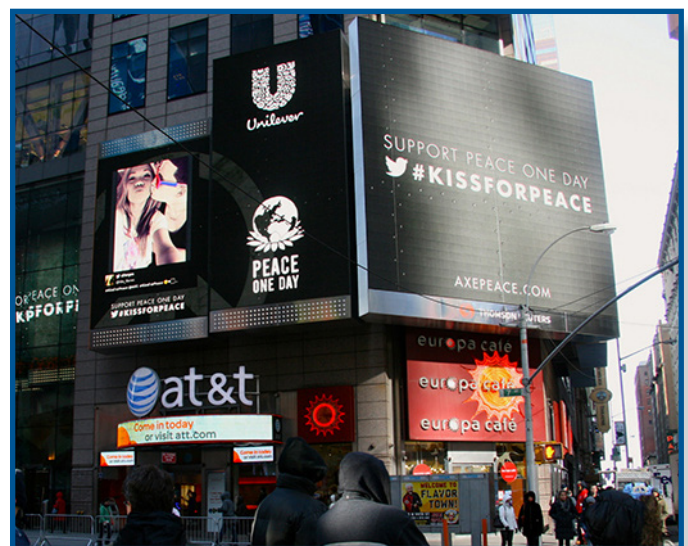
Corner Bakery reached consumers with real-time, relevant messaging by automatically rotating multiple creative designs based on the time of day.



Subway communicated unique offers or special sales and changed information in response to consumer demands.



Digital OOH can be used for responding to current events or breaking news. Digital content can be created and posted immediately.



Twitter photos using the #KissForPeace hashtag were displayed in Times Square, then photographed and tweeted back to users as a keepsake.

MEDIA OWNER CONSIDERATIONS

Media owners can remove some of the complexity for media agencies and clients by putting basic infrastructures in place – making the addition of mobile and interactive OOH about the creativity and power of the message and less about the technology.

A key consideration for media owners is to be proactive and well versed on the platforms and technologies - bringing opportunities to clients rather than reacting to client demand. To this end, media owners would benefit from building relationships with Bluetooth, NFC, QR code, and SMS providers so the deployment of interactive technologies is as simple and streamlined as possible.

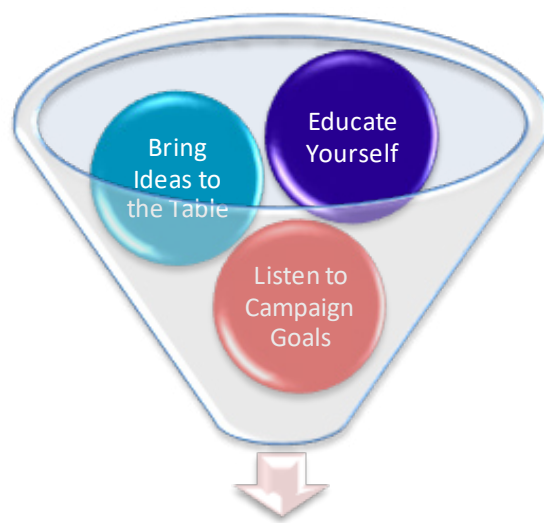
Mobile technologies can be placed on a spectrum based on distance. SMS lies on the broad range of the spectrum, with ability to function at great distances and target a vast majority of the consumers. Geofencing functions at a very wide range but is restricted mostly to smart phones. WiFi and Bluetooth function at a more finite range, up to 300 feet, . whereas QR and NFC function at a short range of only a few inches. Additionally, these technologies can be categorized as push and pull technologies. Push technologies, such as beacons, WiFi, and geofencing, approach users via notifications and display media. Pull media, such as QR, NFC, and SMS require a voluntary action on the part of the user.

Where some technology providers specialize in one type of technology, others are technology agnostic, and specialize in a number of mobile technologies. When a client is unaware of the kind of technology to best serve a campaign, it is recommended to approach a technology agnostic provider, who will be able to best determine which technology will be most effective for the campaign.

Media owners should review the OAAA Mobile & Social Application Guidelines to familiarize themselves with the necessary system and execution considerations for these types of campaigns.

The second major consideration for media owners is how the billing for these technologies is expressed. This might be a separate charge to the brand or an additional premium on top of the traditional media charge.

While providers have varying business models, oftentimes they will charge on a Cost per Action (CPA), Cost per Click (CPC), and/or Cost per Engagement (CPE) basis. The interaction can be an action such as an application download, or an engagement such as a click, text, tap, or scan. Another common pricing model is CPM – Cost per Thousand (Milli). It is a form of digital currency, describing the cost for 1,000 impressions. A third common pricing model is a bundled add-on to digital place based media with a flat cost.



Be a Business Partner

AGENCY/BRAND CONSIDERATIONS

There is a general level of complexity due to the many players involved. Each agency and brand approaches digital, mobile, social, and media marketing differently, and strategies should be determined on a case-by-case basis.

While the use of digital extensions and the prevalence of smartphones are growing, the platforms currently reach urban and younger audiences better than the total US population as a whole. The brand and agency should take into account how their target audience will interact with campaign elements when determining goals and measures of success.

Mobile devices are perceived as very personal devices by consumers, and it is important that any messaging or content be viewed as value-added. Simply sending a “buy more stuff” message will not be viewed in a positive light.

Mobile content is different from traditional digital content in the sense that it is generally more limited. A brand’s website may offer a wealth of information but likely is not easily navigated through a mobile device. A call to action that drives consumers to the Internet should direct them to a mobile-compatible site or one that is specifically designed to meet the campaign’s objectives.

The ability to deliver promotions and discounts directly to consumers is very exciting for brands, but the redemption mechanics must be carefully considered so this is a swift, simple process for the consumer and the brand or third party retailer.

The ad should be an appropriate fit with the post-click experience. If a discount is promised, the promotion should be easily redeemable with a click of a button, or it should prompt the user to take a picture of the advertisement.



Estee Lauder provided discounts that were readily redeemable to consumers by simply tapping on the display. The coupons were stored on their mobile devices until the promotion was used during their shopping experience.

LEVIS

Objective

To enable traditional media to delight millennials and create a new way to connect and drive store traffic.

Strategy

Levi's sought out targeted, street-level media and transit executions within key retail markets, New York and San Francisco. All OOH media was located in close proximity to Levi's Retail stores and high traffic/dwell time areas.

Levi's used a mobile-optimized shopping experience app to send specific messaging to get consumers in-store. When consumers passed a Levi's beacon-enabled OOH phone kiosk or Muni card car, the consumer was sent a push alert with a Levi's offer such as "You just found a special Levi's offer in Times Square." When a user tapped on the push alert, they received a promo offer, a Levi's lookbook, and a Levi's store finder. When a user visited one of the Levi's retail stores, they could redeem one of three promotional offers.



Results

Gap Mobile Alerts were sent to 2,311 unique users. Of those users, 29 percent opened and interacted with at least one push alert, 30 percent of the users who opened the experience opened the coupon, and 12 percent of users that received an alert visited a store.

Based on the consumers that went in-store, the Levi's Times Square and 34th Street stores in New York were the highest visited stores, with both receiving 20 percent of the total visits.

CHICAGO FIRE

Objective

Drive first time ticket sales and top of mind awareness

Strategy

On game days Chicago Fire capitalized on the real time capabilities of digital boards and altered messaging to show score updates in real time. These bulletins lived at both street level and on major expressways on the path to Toyota Park for 12 weeks throughout the season. As a social extension, static formats featured the #MenInRedLine hashtag to encourage fans to share OOH Fire content on their social channels to win seats to the game and Pub to Pitch tickets.

The station dominations at Chicago's Fullerton red line stop which was branded with the "Men in Red Line" creative was taken a step further and became a real life Toyota Park experience. Chicago Fire employees handed out takeaways, Sparky the mascot made an appearance, and fans were able to take a photo in front of the Toyota Park backdrop.

OOH acted as the catalyst for social chatter that helped fans discover contests and prompted them to buy into the experience.



Results

The #MenInRedline hashtag delivered the highest fan engagement in history for the Chicago Fire.

In the past 2 years, ticket sales for Fire games at Toyota Park have been up 21 percent. Compared to other MLS teams, The Fire has the second highest year over year increase among MLS's 19 franchises, behind only the top team in the league, DC United (22% jump).

SAMSUNG GALAXY S III

Objective

Promote the NFC capability of the Galaxy S III smartphone



Strategy

Samsung placed posters embedded with NFC chips on OOH formats with heavy pedestrian traffic, such as malls, airports, subway stations, cinemas, college campuses, etc. The creative executions were all life-sized and the models were posed with their phones extended towards the viewer. When users tapped their phones to the display, a free song or e-book was instantly downloaded to their phone, providing them with a reward for the experience while simultaneously educating them about the technology.

Samsung then created NFC "vending machines" where viewers used a touchscreen to browse a variety of content, from books and magazines to music and videos, and touched their phones to a portal to download their selections using NFC. Users shared their positive experiences via social media, extending the reach of the campaign.

Results

With the social media push and earned media buzz, the campaign reached 1.4 billion impressions, three times what Samsung had originally projected.

MONTEREY BAY AQUARIUM

Objective

Expand the aquarium experience to the broader San Francisco market

Strategy

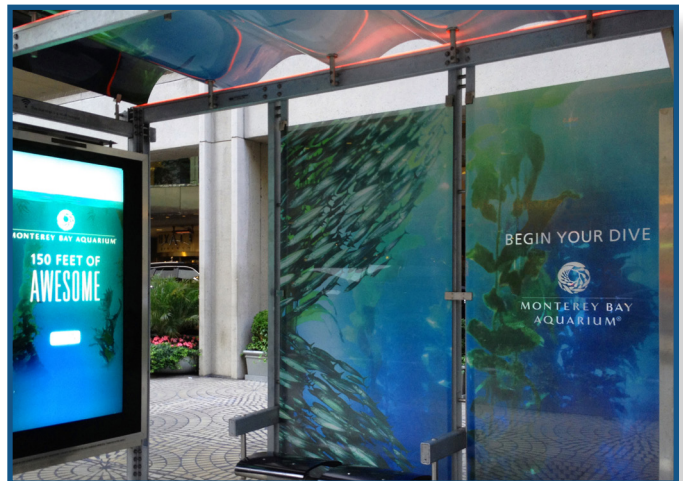
Monterey Bay Aquarium created a digital interactive experience at 13 touchscreen bus shelters throughout the San Francisco market as part of its "Share the Experience – Share the Love" campaign.

The displays prompted users to "dive in" and descend through "150 Feet of Awesome." The descent mimicked a scuba dive experience, with the display showing different types of marine life at each level and a meter on the side indicating the simulated depth.

A camera attached to the shelter allowed users to take photos of themselves "underwater" surrounded by sea turtles and jellyfish. The users could then text a unique number to receive their photos or share them directly from the display to Facebook or Twitter.

Results

Over the one-month campaign, the shelters recorded 40,000 pictures taken by 32,000 unique users. Two thousand photos requests were received via SMS, and 250 photos were shared directly on social media.



MOHEGAN SUN

Objective

Develop a relevant, interactive experience designed to drive consideration of Mohegan's flagship property while capturing data.

Strategy

To draw in passerby, Mohegan Sun constructed facades replicating iconic hotel towers on the exterior bus shelters. An interactive experience was installed inside the facades and leveraged brand ambassadors to help bring the Mohegan Sun experience to life and ultimately inspire new visits. The experience was designed to visually stimulate users and make them feel as if they had stepped inside the property, just by tapping a finger.

In an effort to inspire reoccurring visits, various giveaways were awarded daily, such as concert tickets and overnight hotel stays. Additionally, Mohegan Sun executed a live, experiential event full of even more instant prizes like food, gift cards, nightlife packages, and even surprise celebrity appearances, including Boston Celtics' legend, Cedric Maxwell.

Results

The industry average for an installation of this caliber typically yields about 3-5% email capture throughout its duration. But, during Mohegan Sun's six-weeklong installation, that average more than doubled that average with an impressive 11% of interactions resulting in email/data capture.



SHELLBACK RUM

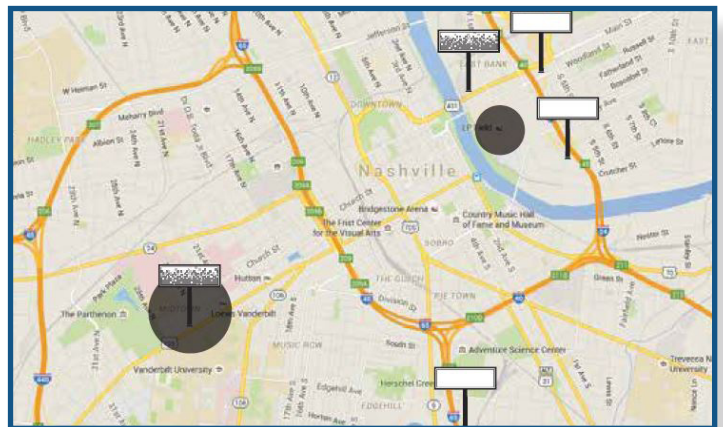
Objective

Drive brand awareness in Nashville, TN during the CMA Country Music Festival and 4th of July Firework Show.

Strategy

Shellback Rum strategically placed static and digital billboards with strong creative near the LP Field House and Midtown bars to hit the male target demographic.

Shellback also integrated mobile advertising by geo-fencing ads at specific points of interest. The interaction of mobile and OOH allowed the brand to be top of mind and initiated consumers to interact. Shellback Rum wanted to be the clear choice at the Midtown bars when asked "What are you having?".



Results

The four week campaign gained 5,717,312 OOH impressions and 1,112,158 mobile impressions. 20 points of interest were geofenced during the campaign, and 1,803 mobile engagements achieved.



FINNEGANS BLONDE ALE

Objective

Publicize the release of a limited edition brew

Strategy

Finnegans had plans to debut a limited edition Blonde Ale to coincide with the St. Patrick's Day holiday. In order to create buzz surrounding the beer's release, Finnegans created a fictional mascot for the brew, a blonde sprite named Saint Ashlee.



The company then used digital billboards in downtown Minneapolis to create a space for consumers to interact with her. People could tweet questions to Saint Ashlee using the hashtag #AskAshlee or direct message her through the Twitter handle @Saint_Ashlee. Saint Ashlee responded to the questions via Twitter, and the most humorous exchanges were broadcast on the digital billboards in a sequential order, so viewers on the street could make sense of them.



Results

The @Saint_Ashlee account gained over 130 followers in the first week and over 50 questions were submitted over the course of the short campaign. Further, Finnegan's first-quarter sales were up 58 percent over the previous year, and the brewery sold out of the Blonde Ale.

HOTELTONIGHT

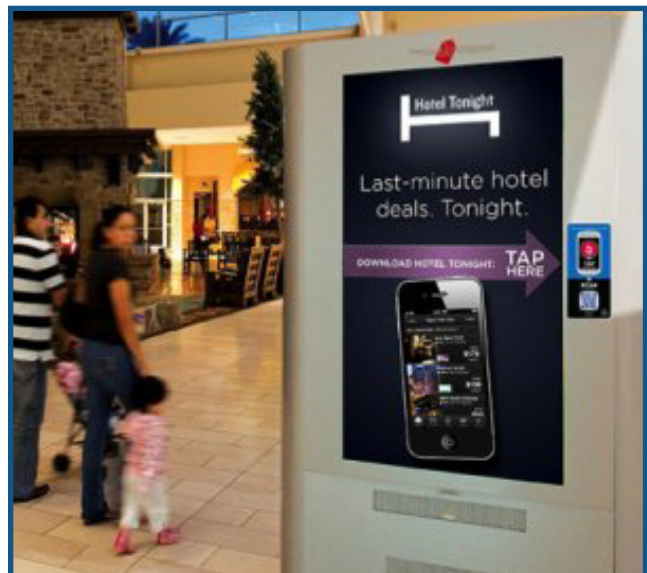
Objective

To demonstrate the potential of new technologies to connect with consumers

Strategy

The campaign combined a 30-second promotional video for HotelTonight with the ability for interested consumers to download the travel app. Those with an NFC phone could tap their mobile devices, and other users downloaded the app using a QR code, Bluetooth, or Wifi.

The screens were located in airports and city center cafes in major US cities including Atlanta, Chicago, Los Angeles, New York City, Philadelphia, and San Francisco.



Results

Over the six-week campaign, there was 5,500 interactions with over 50 percent of users who engaged downloaded the app.

NAUTICA

Objective

Drive sales for Nautica during the holiday season

Strategy

Nautica took advantage of the high dwell time in airports to encourage passengers to get their shopping done while waiting for their flights. The company posted large wall wraps in both JFK and LaGuardia airports, designed to mimic the layout of a Nautica store.

The creative featured the latest fashions available at Nautica with a QR code next to each item. Customers could scan the QR code on their mobile device or tablet and be taken to Nautica's online store, where they could learn more about the item and even purchase it online.



Results

Over the four-week campaign, Nautica received 530 orders placed via the QR codes on these executions.



GAP

Objective

Motivate consumers to visit retail locations close to where they already are

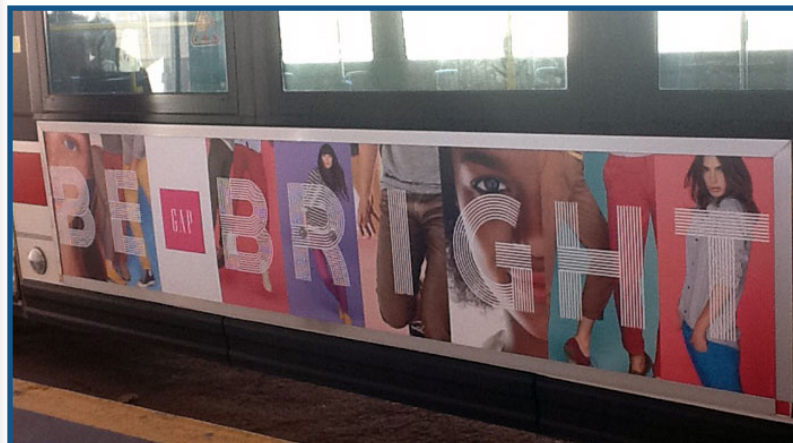
Strategy

The Gap wanted to reinforce its OOH messaging in a way that would drive store traffic. The company selected three cities with heavy pedestrian traffic and popular public transportation systems: New York, Chicago, and San Francisco. The Gap placed ads on transit and street furniture formats throughout the markets and partnered with the OOH company to establish geofencing parameters around each location.

When a person entered a geofenced zone, a trigger pushed a mobile ad for the Gap to consumers' cell phones through the ad space in popular mobile applications. The ads served to reinforce the branding the audience was already seeing in OOH, and more importantly, included a coupon for \$10 off a \$50 purchase to entice people to visit the a nearby retail location. If the person wasn't using the app while they were in the geo-fenced area but had it running in the background, the ad would still show up for up to two hours after the initial trigger.

Results

The geofencing portion of the campaign only ran for two weeks but garnered 2.5 million impressions. The ads earned an 0.93 percent average click-through rate across the three markets, blowing past the industry average of 0.2 percent for mobile advertisements. San Francisco saw the greatest consumer impact, boasting a 1.17 percent click-through rate.



STANDARD DIGITAL OOH FORMATS

Digital OOH Displays

1800 x 600 Pixel Ratio/3:1 Aspect Ratio

Large Bulletin

1400 x 400 Pixel Ratio/7:2 Aspect Ratio

Standard Bulletin

Junior Bulletin

840 x 840 Pixel Ratio/1:1 Aspect Ratio

Square Bulletin

840 x 400 Pixel Ratio/21:10 Aspect Ratio

Standard Poster

Junior Poster



Digital OOH HD Screens

1920 x 1080 Pixel Ratio/16:9 Aspect Ratio

Airport Horizontal Screen

Mall Horizontal Screen

Newsstand Horizontal Back Screen

Rail Horizontal Screen

Place-Based Horizontal Screen

1080 x 1920 Pixel Ratio/9:16 Aspect Ratio

Airport Vertical Screen

Bus Shelter Vertical Screen

Mall Vertical Screen

Newsstand Vertical Side Screen

Rail Vertical Screen

Place-Based Vertical Screen



DIGITAL MEDIA GLOSSARY

The (un)Official Digital Media Glossary of Terms: An Abridged Layman's Term Guide to Some of the Most Frequently Used Digital Media Buzzwords.

[A]

Ad Serving: The online delivery of an advertisement to an end user's computer. This is typically done through an Ad Server, and allows an advertiser to track and measure the performance of an ad.

Alpha: First version of a digital product that's ready to test but not feature or production ready.

Animated GIF: A type of image that combines multiple static images and displays them in order, which gives the appearance of movement. GIFs are internet compatible, making them an ideal alternative to video and flash files which are browser dependent.

API: An acronym for Application Programming Interface, which may sound confusing, but is just a fancy name for describing the way in which a computer program talks to another computer program.

[B]

Beta: A state of testing a version of a product, such as a website before it launches. Sometimes products in Beta are made public or selectively open to a group of people. It's like a dress rehearsal- sometimes it has an audience and sometimes its entirely private.

Blog: A specific type of website that consists of a series of posts, and displayed, most typically, in reverse chronological order. Sites like Mashable, TMZ and Gawker are among some of the more popular blogs.

BLE Beacon: A Beacon is a Bluetooth Low Energy (BLE) device that broadcasts a signal which can be identified by other BLE devices in its vicinity. An iBeacon is Apple's version of the BLE beacon service. Smartphone apps listen for the signal and when the desired conditions are met they will send a notification to be displayed on the smartphone or trigger an event within an app, which could be an offer, information or other content relevant to the location. Beacons can be deployed individually or as a network.

Bounce Rate: A site metric that describes the percent of people who visited a website and left almost immediately. It's like showing up at a restaurant, realizing the wait is too long for a table, and leaving without ever sitting down.

[C]

Cookie: A delicious dessert. But in the digital media world, a cookie refers to a string of code, embedded in a site, that follows a user around as they browse to help determine their online behavior. Cookies are like invisible GPS trackers that stalk you as you surf the web (in a non-creepy way).

CPA / CPC / CPE: "Cost Per Action," "Cost Per Click" or "Cost Per Engagement" Forms of digital media currency, describing the cost per user interaction. The interaction can be an action such as an application download, or an engagement such as a click, text, tap or scan. (If the CPE is \$2.00 then a campaign generating 1,000 engagements will cost \$2,000.)

Content Mode: Display controllers generally offer multiple methods of outputting images/video on LED display. These 'content modes' generally include: (Test Patterns, Player/External, Internal.)

DIGITAL MEDIA GLOSSARY

CPM: "Cost Per Thousand" (thousand represented as the Roman numeral M). A form of digital media currency, describing the cost for 1,000 impressions ("Impressions" defined under "I"). If a website charges \$2,000 per 100,000 impressions, they charge a \$20 CPM.

Crowdsourcing: Asking a group of people (usually strangers) to perform a task that would normally be handled by one individual/employee. Quora is a great tool for crowdsourcing advice. Kickstarter is a great example of crowdsourcing funding.

Createrix: Often a spread sheet used to show what creative asset will run where and when. This is used when planning more complex campaigns and will be used to test against during User Acceptance Testing (UAT).

[D]

Data Structure: a data structure is a particular way of organizing data in a computer so that it can be used efficiently. Different kinds of data structures are suited to be different kinds of applications, and some are highly specialized to specific tasks.

Demographic Targeting: A method of showing a specific piece of content (ie: an advertisement), to a group of visitors based on their age, gender or household income.

DFP: The most popular ad server, DFP is owned by Google, and is used by a vast majority of publishers.

DMP: "Data Management Platform" In simple terms, a data management platform is a data warehouse. It's a piece of software that sucks up, sorts and houses information, and spits it out in a way that is useful for marketers, publishers and other businesses (BlueKai is a well-known DMP).

DSP: "Demand Side Platform" A demand-side platform is a piece of software used to purchase advertising in an automated fashion. DSPs are most often used by advertisers and agencies to help them buy display, video, mobile and search ads. Publishers make their ad impressions available through marketplaces called ad exchanges, and DSPs automatically decide which of those impressions it makes the most sense for an advertiser to buy.

Digital Media: Content that can be viewed, distributed, modified and preserved on computers.

[E]

E-Commerce: The buying and selling of goods online. Perks is a great example of an e-commerce site.

ESP: Email Service Providers allow for the mass distribution of emails by a company. If you subscribe to any newsletters (ie: UrbanDaddy), you receive the company emails by way of an ESP.

Expandable Banner: A type of digital ad that expands in size when a user rolls over or clicks on it.

[F]

Flash: A rich media vector-based file format used to display interactive animations/videos on a web page. Flash is a trademarked term, owned by Adobe.

Fold: An invisible line on a users screen, separating the top half from the bottom half of a web page. If something is described as being "below the fold," then it requires a user to scroll on the page to see it.

DIGITAL MEDIA GLOSSARY

Frequency Capping: The limit of how many times one specific user can see a given advertisement within a given time period. For instance, if I only want my ad to be displayed one time per day for every person that sees it, I can put a frequency cap on it to avoid over-showing it.

[G]

Geo-Targeting: Similar to demographic targeting, geo-targeting allows a piece of content (ie: an advertisement), to display only to people within a certain geo-location. Geo-targeting can be as broad (by country) or as granular (by ZIP code) as desired. Geo-Fencing is a related term that refers to geo-targeting on a hyper-granular level (such as a specific street or building).

Guerilla Marketing: A term that refers to any unconventional or innovative form of marketing or advertising. Typically guerilla marketing is cheaper than traditional marketing, and is meant to be buzzy and sometimes involves stunts or acts meant to garner a lot of press and attention.

[H]

Homepage Takeover: The act of having a single advertiser on the home page of a website. This is typically requested by an advertiser who wants to have 100 percent of the ads on a homepage for a given period of time.

House Ads: Refers to self-promotional advertisements that a company runs on their own website. Think of it like a digital #humblebrag.

HTML5: A core technology markup language of the Internet used for structuring and presenting content for the World Wide Web.

[I]

Iframe: Stands for "Inline Frame" and is a way to embed and display content from another site on a website. Think of an IFrame as a window into another property.

Impression: A measure of the number of times an ad or post is seen. Typically ads are bought and sold per thousand (see CPM definition).

Insertion Order: (IO) is the physical commitment between an advertiser and a publisher to run ads. IOs typically contain a series of line items that outline the contracted number of impressions and dollars promised between both parties.

[J]

Javascript: A computer programming language that is written in text and run on browsers only. Javascript differs from Java, in that Java creates applications that can run on either a browser or on a virtual machine (aka computer).

JPEG: A file format that allows for the compression of high quality color images. This is the most popular file format for pictures because it keeps the quality and color intact.

[K]

DIGITAL MEDIA GLOSSARY

Keyword Targeting: A method of showing a specific piece of content (ie: an advertisement), to a group of visitors based on certain words within a given piece of content. Try searching the word “sneakers” in Google. Google will return a bunch of relevant links (based on that keyword, “sneakers”) and ads (on the right hand side) for sites like Zappos and Nike. Those companies are using keyword targeting and paying to appear next to the word “sneakers.”

KPI: A Key Performance Indicator is a fancy term for describing an organization’s goals. In digital media, advertisers typically give publishers a campaign’s “KPI’s” to help ensure that both parties agree on what success looks like.

[L]

Link Bait: Is any link posted on a website with the intention of having users click on out to another site. Its name is quite literal - it’s like fishing bait, except instead of luring fish using grub, it lures people using links.

Location Based Service: Any computer program that uses location data to control features. Sites like Weather.com and OpenTable, and mobile apps like UrbanDaddy’s The Next Move determine where a user is located and return relevant content and/or data.

[M]

Metadata: Data about data. That’s such a “meta” definition, I know. But that’s exactly what metadata is - descriptions of information. To give you a non-technical analogy, take a book. If you consider the book to contain data, then think about the fact that the book also has an author and a publisher. The name of the author and the name of the publisher are both considered to be metadata, as they are data about data.

Microsite: A microsite refers to any separate page of a website that has a separate URL than its homepage, but is related to it in some way. Microsites are commonly used to promote something that is time sensitive such as a contest or sweepstakes.

[N]

Navigation Bar: Or “nav bar,” refers to an element on a webpage that contains links to other sections of that site. Typically a nav bar is located at the top of the page, and appears on all pages of a website (not just the homepage). The nav bar can contain categories (as seen on UrbanDaddy), trending topics (as seen on Mashable), or CTAs like “shop now.”

Non Functional Requirements: In systems engineering and requirements engineering, a nonfunctional requirement is a requirement that specifies criteria that can be used to judge the operation of a system, rather than the specific behaviors.

NFC: Near field communication (NFC) is a set of short range wireless technologies that enables smartphones and other devices to establish radio communication with each other by touching the devices together or bringing them into proximity to a distance of typically 10 cm (3.9 in) or less.

[O]

Operating System: An operating system is basically like the CEO of your computer. It manages all of the programs on a computer, much like the CEO manages all of the employees at a company. A computer cannot function without an OS.

DIGITAL MEDIA GLOSSARY

Organic Traffic: Visitors that are referred to a site by way of an unpaid search engine listing. This differs from "Direct Traffic" which accounts for visitors who arrive on a site by typing the URL into their browsers.

Overlay: A term used to describe any piece of content (ie: an advertisement or a video) that appears to be floating on top of other content.

[P]

Page View: This is simply a page of a website that is viewed by a user. Page views are a website's metric to see how engaging their site content is. The higher the page views per session, the more deeply engaged the visitors are.

Pixel: A practically invisible image that is placed on a website in order to track activity on that site or page. Unlike a cookie, a pixel does not follow a user around once they leave that site or page.

PPC: Pay Per Click is the amount spent to get an advertisement clicked. Some advertisers prefer PPC over CPM because it guarantees visitors clicking through to their site (not just seeing the ad). PPC tends to be more expensive, but depending on the advertiser's desired KPI, could be more valuable.

POC: Proof of Concept could be a prototype of functionality, initial animatics or mock ups. These are generally created in the discovery phase of a project to get stakeholder buy in without investing too much time.

[Q]

Quality Assurance: (QA) Software cannot be guaranteed to be bug free, and it's accepted that bugs may arise post launch. However, the Quality Assurance (QA) process ensures that, as far as possible it is bug free, the production company will have carried out UAT prior to showing to client or user

Query: As simple as it sounds, a query is literally a question or a request for information made to a database. When you "Google" something, you are making a query.

[R]

Rate Card: A document that contains prices and descriptions for a media company's ad offerings. Think of a rate card like a menu: It contains descriptions of items being offered, with a price tag on each item.

Reach: A way to measure a website's unique audience size against the total internet audience. When talking about reach, the audience is always unduplicated, meaning, if I visit a site more than one time, I would only be counted once (when quantifying reach). Tools like Comscore and Quantcast provide a universal way for all advertisers to compare a site's reach.

Release candidate: A version of a product that is ready for public use.

Rich Media: A term used to describe advertisements that users can interact with. Any ad that changes as you hover, or allows you to click in it, is considered a form of rich media.

Run of Site: (ROS) refers to an advertisement showing up on any page at any time on a website. This is a general bucket term for publishers, and is a very popular media buy.

DIGITAL MEDIA GLOSSARY

[S]

SEO: Search Engine Optimization is a form of marketing, wherein a website uses best practices to help them achieve a better page ranking in search engine results.

SERP: Search Engine Results Page is literally the results page that appears after you enter something into a search engine. Let's say I search "Cupcakes" in Google. The page that comes back after the search is a SERP. The first website listed is for Baked By Melissa. I can then assume that Baked by Melissa is doing something right with their SEO approach.

Single Sign On or Federation Model: Quite literally, single sign on is the ability to sign onto a platform and have access to multiple other properties and systems without having to log in again each time. Have you ever logged into an app that offered the ability to sign up through Facebook? That app is using single sign on.

SOW: Scope/Statement of Work that outlines; prioritized feature list, core project team, user experience and flow diagrams, outline technical approach, risk log, legal requirements, review and sign off process, usability and user testing requirements, recommended maintenance and support levels. This document should be approved by all stakeholders before the Production phase begins. Or, it can be agreed by all parties that the SoW is a 'living' document which can be progressively signed off — with sections/ features being locked as they're agreed. Cut off points for sign off should be mutually agreed.

[T]

Third Party Ad Serving: Ads are typically either first-party served or third-party served. First-party served ads are ads being served by the site/publisher displaying the ads. On the other hand, third-party ad serving refers to ads being served by the advertiser (or agency). Third-party ad serving allows advertisers to have a tighter control on the creatives and gives them slightly more visibility into the performance of the ads.

Traffic: The number of visitors to a website.

[U]

User Acceptance Testing: (UAT) The UAT phase allows stakeholders to validate the completed experience against the original SoW, wireframes and functional spec — either with the Client, or a closed group of individuals.

Uniques: The number of individual users visiting a website.

UI: (User Interface) is anything that a person interacts with. In the digital media world, this typically refers to the design and layout of a web page, mobile app or any digitalized interaction. The goal of every digital product is to have an intuitive UI, meaning it's easy for a person to understand and navigate.

User Generated Content: (UGC), refers to any form of digital discussion created by users of an online community. Yelp, for instance is a website built entirely on UGC. Many blogs allow for commenting, which is another form of UGC.

UX: (User Experience) is a way to describe the interactions that a person has with a digital product. Where UI refers to the look and feel of a digital product, UX refers to the interactions and processes that occur when a user engages with the site.

DIGITAL MEDIA GLOSSARY

[V]

Viewability: A hot topic in the digital media world right now, viewability refers to the percent of an ad that is “in view” at a given time. Historically, advertisers paid for ad impressions, and until recently were not concerned with whether or not that ad was actually being viewed by a person. Viewability is typically defined by at least 50 percent of an advertisement being on the screen for at least one second.

Viralality: The tendency for a piece of digital media content (ie: video, story, image etc) to be circulated rapidly and widely across the internet. The gold and white/blue black dress was an example of an image going viral.

[W]

Widget: A small application that lives on a desktop or within a website that offers useful or entertaining information. Have you ever visited a website that had the weather report in a little box on the page? That was most likely a widget.

[X]

XML: eXtensible Markup Language is a form of computer programming language that carries information. XML is not an alternative to HTML; it provides a different function. HTML is meant to display data, and XML focuses on describing the data.

[Y]

Yield Management: The act of maximizing revenue generated by allowing variable pricing based on consumer behavior. In the digital media world, a yield manager liaises with the finance and ad-ops teams to make sure a publisher is getting the most bang for their buck (or money for their ad space).

[Z]



Outdoor Advertising Association of America

1850 M Street, NW Suite 1040
Washington, D.C. 20036
202.833.5566
www.aaa.org