



Glossary & Jargon Buster

Blockchain

A decentralised distributed digital ledger that is used to verify transactions (data exchange). The process of verification stores the transactions into units known as blocks and each block contains a timestamp and a cryptographic hash of its preceding block. Blockchain verification is used in Out of Home (OOH) to increase the transparency of campaign execution between all campaign stakeholders such as the advertisers, agencies and media owners along with any intermediaries involved.

CMS (Content Management System)

A content management system (CMS) is computer software that is used to create and manage digital content. CMSs are typically used for enterprise content management and web content management.

DSP

Demand Side Platform - A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

DOOH

Digital out-of-home media, or (DOOH) media, refers to any digital media assets that are present in environments accessible to the public. E.g. Digital billboards and outdoor signage, as well as networks of screens found in businesses like malls and healthcare providers, lift lobby and vending machines screens.

Frequency

The number of opportunities an individual had to see an ad.

Impression Multiplier

Impression multiplier is the determining factor to consider a screen "playable". The impression multiplier data indicates the number of people who are exposed to an ad play or the total number of impressions for a screen per hour.

OOH

Out of Home Media (OOH) Asset - is advertising experienced outside of the home when consumers are "on the go". This includes large billboard formats and smaller screens in place-based



mediums such as convenience stores, gyms, medical centers, salons, and other brick-and-mortar venues.

MAD

Moving Audiences Decisions (MAD) is a Moving Walls proprietary reporting platform developed by the Moving Walls Group that analyses and reports campaign performance with a breadth of metrics like campaign performance summary, audience breakdowns and attributions.

MAC

Moving Audiences Content (MAC) is a Moving Walls' content management system that is connected to global Demand side platforms and seamlessly executes DOOH campaigns.

MAX

Moving Audiences Xchange (MAX) is a Moving walls proprietary planning platform developed by the Moving Walls group that helps planners optimise campaign planning and executions.

Potential Views

A number of potential audiences who have had the opportunity to be exposed to an Out-of-Home advertisement.

Reach

Reach is the unique set of audiences who are seen at a particular location. The definition of reach is subjective to the campaign period, as the unique reach per day is different from the unique reach per campaign.

SDK

A software development kit which is a set of software tools and programs used by developers to create applications for specific platforms.

SOV

Share of voice (SOV) is defined as the total exposure that a brand gets and typically gauges how visible a brand was within an advertising medium during a specific period of time.

SSP

Supply Side Platform -an advertising tech platform used to coordinate and manage the supply and distribution of ad inventories. SSPs help digital media owners and publishers sell digital ads in automated auctions.

Geo-Targeting

The method that allows showing the visitors advertisements that correspond to their geolocation, the country, city, region. Geo-targeting makes the impressions more relevant to the audience and



raises campaign effectiveness by delivering different content to visitors based on their geolocations.

Geofencing

A technology that uses latitude and longitude to select a geographic point using information and then to create a radius, or creating a “fence” around that point to deliver a digital communication to a particular audience.

Programmatic Buying

A bunch of methods designed for purchasing advertising on the Internet using automated systems (robots) and algorithms like RTB, that decide transactions without the participation of advertisers basing on socio-demographic and behavioral data about users. The process typically involves SSPs (the selling side), the advertiser, DSP (buying side), and the Ad Exchange platform.

Mobile Retargeting

Retargeting used along with OOH advertising tracks users that have frequented a website or installed an application (app) and capture their intent to purchase and follow their movement.

RTB (Real-time bidding)

A technology designed for purchasing advertising through programmable online real-time auctions. Using the IAB OpenRTB protocol the buyers bid on the impression that corresponds to their requirements considering the audience, when the bid wins the impression is shown to the advertiser.

Cost per Mille (CPM)

CPM denotes the cost of 1000 advertisement impressions delivered to mobile apps or websites.

Impression

An impression is the number of times that an ad content has been seen by a person. Each time an ad is fetched or rather ‘seen’, it is counted as one impression.

Ad Exchange

A technological platform that enables buying and selling ad inventory among publishers and advertisers through real-time bidding (RTB) system. The RTB is a technology-driven algorithm that enables negotiating the price for the ad inventory automatically, regarding the incoming bids from DSP (represents advertiser) and subsequently defining the winner on the second-price basis.

Target Audience

The people that an advertiser wants to reach with your advertisement. (eg Foodlovers, Young Parents, etc)



Location Intelligence

Location Intelligence (LI) is multiple sources of geospatial data that is collected, analysed and transformed into strategic insights to solve a variety of business challenges.

Attribution

The ability to identify the individuals passing through a billboard and later measured at a specific location or outlet, store, etc.

Mobile Device IDs/AD-IDs

The mobile device IDs of each user, which can be used for brand retargeting. This allows the advertisers to target specific users through Social Platforms like Facebook, Instagram, etc. The Ad-Ids can be customised and extracted according to the business need.

Audience Segments

Audience Segment is the process of profiling people into homogeneous subgroups of people derived based on the device movement patterns of the devices seen at a particular location, product usage, demographics, psychographics, and media usage.

Dwell time

Dwell time is essentially the amount of time an average person is expected to spend in the area the ad is placed.

LAMP (Location Audience Measurement Platform)

A LAMP is a proprietary IoT device of the Moving Walls Group that is WiFi and Bluetooth enabled and is able to detect smartphone presence in real-time.

QR Code (Quick Response Code)

A QR code (short for "quick response" code) is a type of barcode that contains a matrix of dots for scanning. It is used to provide easy access to online information through the digital camera on a smartphone or tablet.

OTS (Opportunity to see)

Opportunity to see (OTS) is a term that refers to an advertising campaign and the number of exposures or potential to reach consumers in the media where their advertisement is placed.

Proof of Play (POP)

POP are materials that prove that a campaign aired on Out Of Home for a certain period of time. POPs can range from images, videos, play logs or any type of documentation that showcases when the campaign played, when and what content was played.



The Outernet
ACADEMY

Artificial Intelligence (AI)

Artificial intelligence (AI) is a wide-ranging branch of computer science concerned with building smart machines capable of performing tasks that typically require human intelligence.

LMX (Location Media Exchange)

A subsidiary under the Moving Walls group and is the world's first independent advertising technology company that is powered by a US-Patented multi-sensor measurement approach. It is designed for brands to reach moving audiences, LMX provides a platform for marketers to profile locations based on the types of audiences around there and activate mobile and physical place-based media like digital billboards to reach them during this offline journey.