

# IAB Centre of Excellence

Demonstrating the power of digital media & marketing

Advertisement



## IAB Centre of Excellence Series Part 2: The Power of Digital Out of Home

Digital Out of Home (or “DOOH” as the channel is commonly referred) encompasses a variety of screen shapes, sizes, and levels of interactivity. From digital billboards and signs on taxis, to digital signage at airport gates and gyms and waiting rooms, these varieties underline a necessary bridge between context and location in relevance and favourable recall – vital components of any media campaign. The IAB sees norms and expectations from the online advertising world informing and expediting the growth of DOOH, with IAB offices around the world delivery research and best practice, positioning its place within the larger interactive advertising industry.

This IAB SA Centre of Excellence email series serves to assist the digital media and marketing industry to better understand the opportunity in DOOH and to view both the opportunity, trends and best practice in this growing space.



## IAB Global Report: Digital Out-of-Home Best Practices

The comprehensive compilation of best practices for digital out of home (DOOH) media. Digital-Out-of-Home Best Practices is a collaborative joint venture between the Digital Place Based Advertising Association (DPAA), Digital Signage Federation (DSF), Interactive Advertising Bureau (IAB), Geopath, and Out of Home Advertising Association of America (OAAA). Half of the project funding was provided by the Foundation for Outdoor Advertising Research and Education (FOARE). The organizations collaborated for over a year to produce a definitive set of best practices to serve as a guide and reference for the advertising community. Input from all groups were compiled and curated by THE rAVE Agency, a creative agency chosen for its extensive experience in the digital signage and audiovisual market as well as in B2B. Access the report on the [IAB SA member portal](#).



## DOOH glossary paves way for industry-wide advertising standards: 2021 | IAB UK

The DOOH Glossary has been developed by IAB UK's Digital Out-of-Home (DOOH) Advisory Group, the trade body for Out-of-Home (OOH) advertising Outsmart and the industry's audience measurement body. The DOOH glossary marks the first time that the DOOH industry has come together to agree on a set of shared terms across multiple areas, including measurement, programmatic and targeting. It follows significant growth within the DOOH industry over the past few years, with the sector now evolved to a point where ads are increasingly bought programmatically. While the glossary currently only applies at a UK level, the aim is to drive adoption globally and use this as a base to develop a set of cross-industry standards. Open access to [download the glossary here](#).

## IAB Digital Out-of-Home Best Practices

The comprehensive compilation of best practices for digital out of home (DOOH) media. Digital-Out-of-Home Best Practices is a collaborative joint venture between the Digital Place Based Advertising Association (DPAA), Digital Signage Federation (DSF), Interactive Advertising Bureau (IAB), Geopath, and Out of Home Advertising Association of America (OAAA). Half of the project funding was provided by the Foundation for Outdoor Advertising Research and Education (FOARE).

[READ MORE ON IAB.COM](#)

## IAB Top 5 Trends in Digital Out of Home

Looking forward, the space is heating up. The number of digitally connected screens is growing, and all signals indicate that inventory and creative options in digital out of home media will continue to grow. Watch this space as the IAB and its DOOH Taskforce combine the talents of key players with out-of-home, mobile, local, and video expertise to build and expand upon this growth. Check out the Top 5 trends here with IAB.com

[READ MORE ON IAB.COM](#)

Advertisement



PRIMEDIA OUTDOOR DELIVERS THE LARGEST AND MOST DIVERSE PDOOH OFFERING IN SOUTH AFRICA

DOOH offers a unique selling proposition, brand building capabilities and audience optimisation coupled with the advantages of dynamic agility.

We are at the forefront of programmatic DOOH across both road-side and mall environments with rank screens on the horizon.

[www.primediaoutdoor.co.za](http://www.primediaoutdoor.co.za)



M/GN

# GLOBAL ADVERTISING LANDSCAPE

## WINTER 2020

### The future is DOOH: The renaissance of the OOH industry

The global advertising industry is currently experiencing a renaissance in the out of home (OOH) media arena - or rather the digital OOH space, to be specific - and while Covid-19 may not be the sole instigator, it has certainly been the accelerator. The numbers don't lie. According to a December 2020 report by global media investment and intelligence company Magna, DOOH was found to be making the loudest boom in the digital media explosion, with an expected increase of 14% compound annual growth rate (CAGR) between 2022-2025; pegging it far ahead of the anticipated growth of other mediums such as mobile,

video and social media. This juxtaposes the expected declines in competitor mediums, such as radio, TV, newspaper and magazines. As for the African market, PWC's Insights from the Entertainment and Media Outlook report (2019–2023) states that by 2023, 45% of all OOH bookings will be for digital inventory - an increase of 33% from 2018. Access the report [here](#).



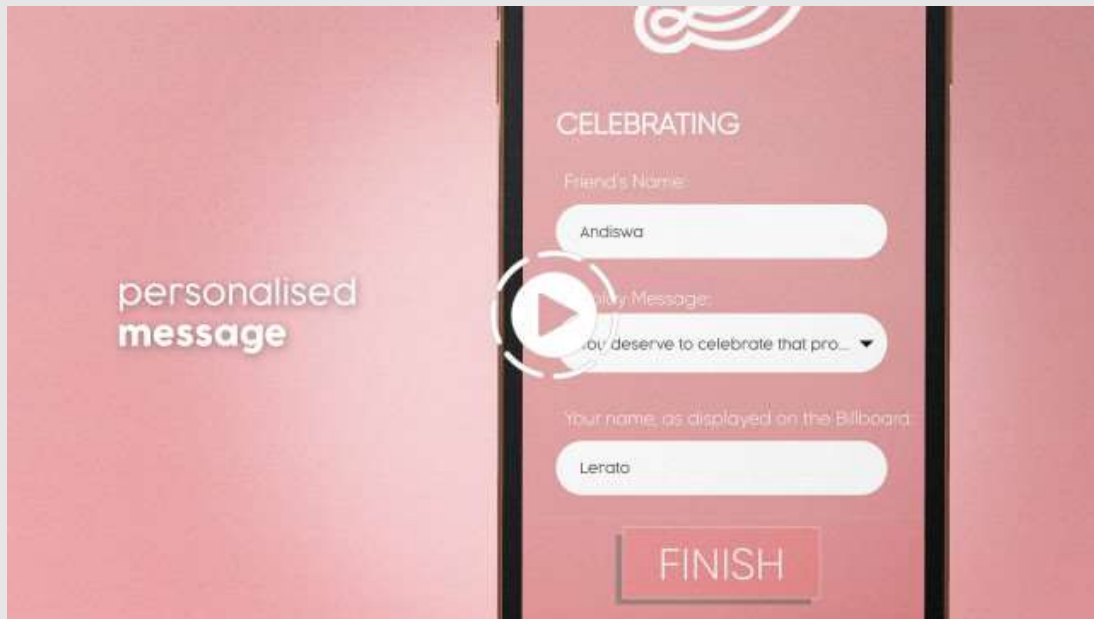
## IAB AUSTRALIA ON PROGRAMMATIC DOOH

Each year, after a careful selection process, new words are added to the English dictionary based on society's changing vocabulary. Consistent meanings and definitions for those words are necessary for effective communication and understanding. That need is the same in digital video where new terms are created with increasing frequency. Some terms, like Television, stick. Others, like LaserDisc, become more obscure. But as new terms arise, the industry bears a responsibility to provide consistent meanings and definitions. The IAB Digital Video Glossary is an undertaking to do just that. Thank you to all IAB members who participated in this update of the glossary and all members are encouraged to participate in future efforts to keep this industry document relevant.

Advertisement

An advertisement for Tractor. On the left, a night-time photograph shows a large digital billboard on a street corner displaying a person. The right side of the ad is white with black text. The headline reads 'Powerful audience targeting made easy'. Below it, a sub-headline says 'Supporting seamless omni-channel marketing initiatives through technology'. At the bottom, the 'tractor' logo is shown next to a 'CHECK IT OUT' button. Small decorative dots are visible in the corners of the ad area.

## IAB SA Member Case Study



### Tractor Outdoor recently partnered with Brutal Fruit

in an impactful activation that demonstrated exactly how out-of-home media can integrate seamlessly within an omni-channel strategy, to stunning effect. In order to promote the elegant 620ml 'Grand Luxe' edition of its much-loved Ruby Apple Spritzer, Brutal Fruit launched #YouBelongToCelebrate; a campaign that would see its customers celebrate those wins that take one to the next level, in a through-the-line approach that encompassed television, social, digital and out of home (OOH) media using a newly formed platform called "DOOHshare". DOOHshare is a platform for marketers who seek to increase consumer engagement with their brand campaigns, marrying the inherently social nature of online media with the high visibility of a digital outdoor medium.

[WATCH THE VIDEO ON YOUTUBE HERE](#)

### IAB's DIY guide for DOOH advertising challenges old and new thinking

Marketers investing in digital out-of-home (media can boost their understanding of the medium with a new DIY manual on DOOH just released by the Interactive Advertising Bureau Australia's (IAB) working group of industry stakeholders. The DOOH's Buyers Guide gives an overview of DOOH opportunities, formats, buying methods, audiences and measurement, verifications and tips for creatives and a buyer's checklist. The guide was compiled with the help of 20 organisations operating in the space. When lockdown restrictions are lifted, the

### OOH in a pandemic: When crisis catalyses collaboration by Tractor

While we have started to see the industry make a distinct and encouraging recovery - there's still some way to go before outdoor media enjoys the same demand as pre-Covid. The industry has realised that, in order to survive, we as media owners must work together to identify creative solutions to the challenges we still face. This helps to promote the overall wellbeing of the category, and results in a robust, resilient industry. Before the pandemic, there was little collaboration among industry players. This has finally started to change. We're seeing media owners

association plans to run a roadshow and training on ways of working with DOOH.

share insights on trends, and they're helping one another by opening doors for up-and-comers within the industry.

[READ MORE HERE](#)

[READ MORE HERE](#)

## IAB SA Member Case Study



### Primedia Outdoor continues to evolve AVR technology, now including colour recognition

Following the positive results and ROI of Primedia Outdoor's Prime(i) Road and Prime(i) Mall technology and product offering, this innovative AVR (Anonymous Vehicle Recognition) technology has evolved even further and now includes colour recognition – another improvement giving brands the opportunity to reach their target market in a more effective and efficient manner, leaving a lasting impression. With Prime(i) Road digital billboards, advertisers have a unique opportunity for enhanced targeting through state-of-the-art digital advertising platforms using anonymous vehicle recognition technology. As before, the technology allows for hyper-targeted and relevant brand messaging. Continue reading [here](#).

---

#### About the IAB South Africa

The Interactive Advertising Bureau is a non-profit, non-government industry body based in over 47 countries around the world with the collective vision to empower the media and marketing industry to thrive in a digital economy. We currently represent over 155 members including online publishers, brands, and educational institutions, as well as creative, media and digital agencies. Our aim is to provide our members with a platform where they can engage and interact with each other and address digital issues of common interest, thereby stimulating learning and growth within the South African digital space. None of this would be possible without both your membership and your participation in our initiatives, platforms, partnerships and projects.

For more information on the IAB [click here](#).

