



Out-of-home Video
Advertising Bureau
Europe



OVAB Europe Standards

- Nr. 3 -

DooH Commercial Standards

Version 1.0

Dr. Frank Goldberg & Florian Rotberg | January 2013



DooH Commercial Standards

- Commercial standards are concerned important booking parameters such as spot length, airing frequency and airing period, to guarantee **comparability with other networks**
- Ground rules for **reporting** and **billing** are laid down as well

Legal information

- Version 1.0
- Approved September 2012
- Ratified January 2013
- Review September 2013



Booking Parameters | Spot length

- In general all channels allow a spot length between 5 and 30 seconds (at the request of the customer longer spots are also possible)
- The price/CTP is calculated on a 10 second spot
- A linear increase of the spot pricing relative to the spot length is recommended (e.g. doubling the spot length doubles the price), however it is not a sine qua non requirement for the certification



Booking Parameters | Spot airing frequency

- Bookable is a defined basic spot airing frequency, which is differentiated from channel to channel
 - Ströer OC Station once every 180 sec. = 360 times a day
(for 6 time slots every 60 days)
 - Ströer OC Mall once every 180 sec. = 240 times a day
(for 4 time slots every 60 days)
 - Media-Saturn-TV once every 30 min. = 20 times a day
 - Tank & Rast AC once every 120 sec. = 720 times a day



Booking Parameters | Spot airing frequency

- More frequent spot airings with variable multiplications of the basic frequency are possible for every channel
- A linear increase of the spot pricing relative to the frequency is recommended (e.g. doubling the frequency doubles the price), however it is not a sine qua non requirement for the certification





Booking period

- All channels are actively marketing a booking period of one week
 - At the customers request all channels are also bookable for one day
- Time-line
 - Non standard: time line booking is currently only provided by Ströer infoscreen and Ströer OC
 - Tank & Rast is airing with time-line booking (no active marketing of time-line booking for advertisement customers)
- Regional booking
 - All channels are offering regional booking possibilities, which can differ from network to network



Audit & Accounting

Proof of Play

- Proof of Play for all channels concerns only the correct playout of the spots through the playout-PC

Reporting

- All channels deliver a reporting on request
- The reporting includes a cumulative comparisons of target and actual airing frequency



Audit & Accounting | Over-performing

- All channels give proof of compliance with the guaranteed airing frequency
- If the guaranteed airing frequency is exceeded, this corresponds to a bonus in kind and will be accordingly disclosed





Audit & Accounting | Billing

- For booking on a weekly basis the billing is carried out on a weekly basis; For booking on a daily basis, the billing is carried out on a daily basis
- For weekly bookings the explicit consideration of public holidays is optional; the conditions for public holidays (discounts, bonus in kind) can be negotiated with the customer





For more Information please contact OVAB Europe

Christine Koller
OVAB Europe Office Munich

Christine.Koller@ovab.eu
Phone: +49 89 2000416-17

OVAB Europe e.V. c/o
invidis consulting GmbH
Rosenheimer Str. 145e
81671 Munich / Germany