DMI
DIGITAL MEDIA INSTITUTE
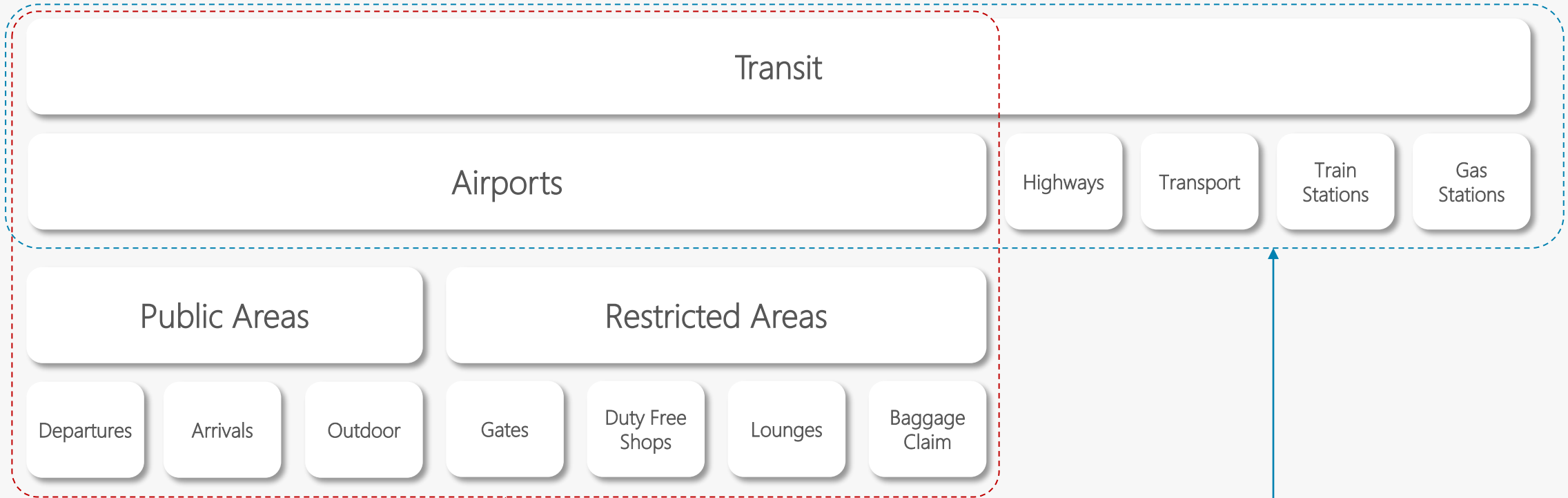
Standards for DOOH Venues

General Priciples

General Principles

DMI working group sessions of June 3rd 2020, June 25th 2020, and July 16th (agree on the following proposal for categorization of DOOH venues:

1. Proposal: German DOOH market needs a categorization with more than 2 levels. Individual providers are free to map only 2 or 3 levels in their systems.

2. Proposal: A DOOH screen can be assigned to multiple categories ("tagging"). For example, a screen in a duty free store can be assigned to the category "Airport > Restricted Area > Duty Free Shop" and at the same time to the category "Retail > Duty Free Shop" or pharmacy screens to both the Retail and Health & Beauty categories.

3. Proposal: To ensure that users do not encounter completely different structures with different DSP/SSP providers, these multiple selections or tags should be largely standardized rather than arbitrarily configurable.

Example 1: Multilayered Tag Structure

Transit

Airports | Highways | Transport | Train Stations | Gas Stations

Public Areas | Restricted Areas

Departures | Arrivals | Outdoor | Gates | Duty Free Shops | Lounges | Baggage Claim
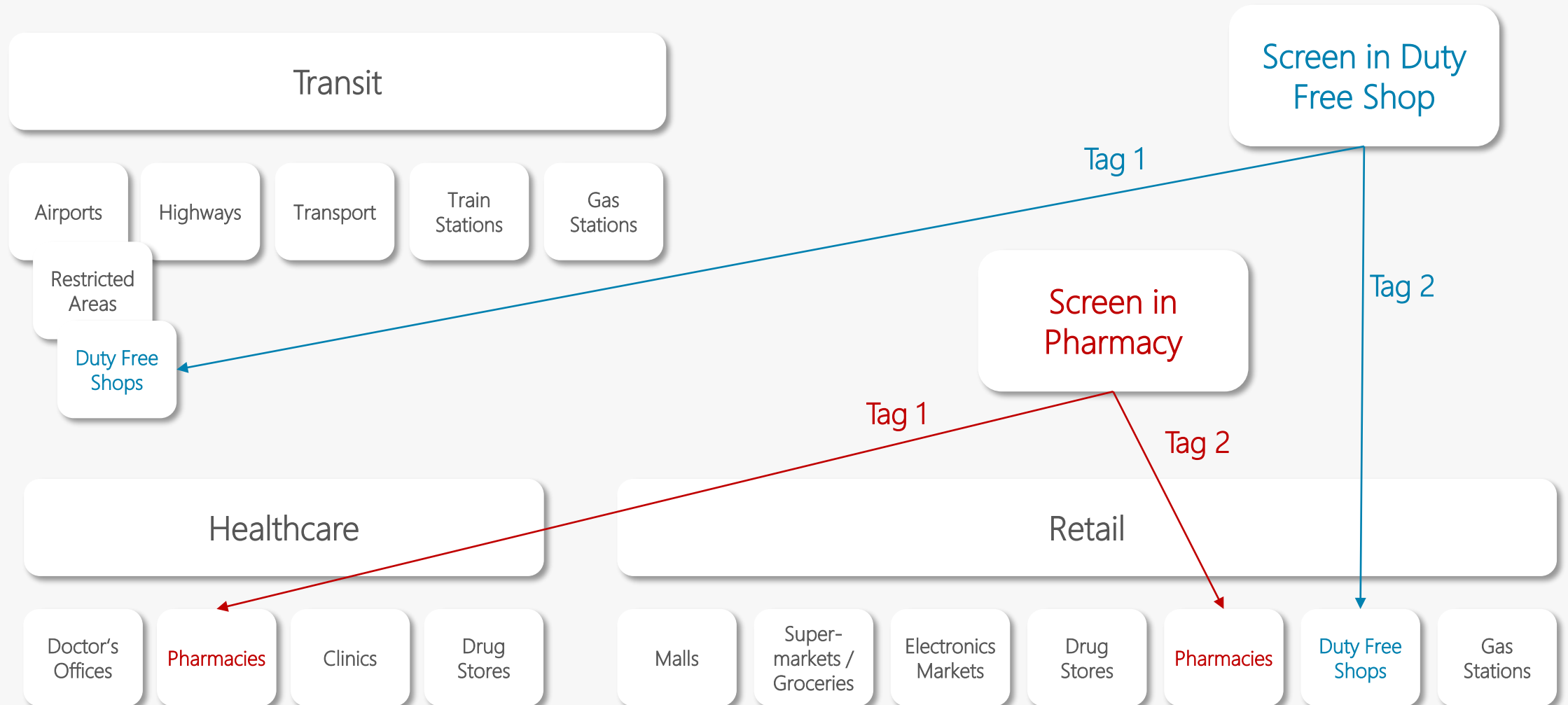
Agency may choose to use all 4 levels for planning tool

SSP may choose to use only first two levels

Example 3: Standardization of Tags

General Rules for Tagging of DOOH Venues:

- Level 2 entries should represent the DOOH networks or touchpoints that can also be found in the media data of DOOH publishers or current agency planning tools (in Germany e.g. MDS) since these have been learned by advertisers and publishers alike over the past years.

- On level 2 you will therefore find "airports", "malls", "train stations", "waiting rooms" etc.

- For the same reason, "passenger TV", "train stations" and "subway stations" also belong on Level 2 (and not on Level 3 or 4).

- Level 1, on the other hand, is less decisive for the mapping of current search and booking behaviour and serves primarily to roughly group the touchpoints of Level 2.

- "dCLP" (City Light Posters = Pedestrian Panels) and "dCLB" (City Light Boards = approx. Junior Posters) can be arranged on Level 2 as well as on Level 3.

- "Pharmacies": from the perspective of German advertisers to be located in "Healthcare" (Level 1) and not "Retail„ (Level 1); possibly double tagging in both Level 1 categories should be allowed since Level 1 is used only for rough grouping anyway (see above).

Example 3: New categorization (Transit)

Level 1	Level 2	Level 3	Level 4
Transit			
	Airports		
		Public Areas	
			Departures
			Arrivals
			Outdoor
		Restricted Areas	
			Duty Free
			Gates
			Lounges
			Baggage Claim
	Highway (Rest Areas)		
		Gast Station Shops	
			Checkout area
			Beverage shelf
			Sales gondolas
		Forecourts	
		Entrances	
		Restrooms	
	Train Stations		
	Subway Stations		
	Passenger-TV		
		Subways	
		Busses	
		Trams	
		Taxis	
	Gas Stations		
	Parking Garages		

Example 3: Old categorization (Transit)

Level 1	Level 2	Level 3	Level 4
Transit			
	Airports		
		Public Areas	
			Departures
			Arrivals
			Outdoor
		Restricted Areas	
			Duty Free
			Gates
			Lounges
			Baggage Claim
	Highway (Rest Areas)		
	Stations		
		Train Stations	
		Subway Stations	
		Bus/Tram Stop	
	Transport		
		Subways	
		Busses	
		Trams	
		Taxis	
			Passenger-TV
			Taxi-Top
	Gas Stations		
	Parking Garages		

Example 3: New categorization (Retail)

Level 1	Level 2	Level 3	Level 4
Retail			
	Electronics Markets		
	Malls		
	Kiosks/Newspaper Shops		
	Post Offices		
	Supermarkets/Groceries		
	Beverage & Liquor Stores		
	Sports Stores		
		Instore	
		Shop window	
	Press- & Bookstores		
	Drug Stores		
	Convenience Stores		
	Duty Free Stores		

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Retail			
	Electronics Markets		
	Malls		
	Kiosks/Newspaper Shops		
	Post Offices		
	Supermarkets/Groceries		
	Beverage & Liquor Stores		
	Sports Stores		
	Press- & Bookstores		
	Drug Stores		

Example 3: New categorization (Outdoor)

Level 1	Level 2	Level 3	Level 4
Outdoor			
	Roadside		
		dCLP	
		dCLB	
		Videoboard	
	Pedestrian Zone		
		dCLP	
		dCLB	
		Videoboard	
	dCLP		
		Roadside	
		Pedestrian Zone	
	dCLB		
		Roadside	
		Pedestrian Zone	
	Taxi-Top		

Example 3: Old categorization (Outdoor)

Level 1	Level 2	Level 3	Level 4
Outdoor			
	Roadside		
		dCLP	
		dCLB	
		Videoboard	
	Pedestrian Zone		
		dCLP	
		dCLB	
		Videoboard	

Example 3: New categorization (Business & Administration)

Level 1	Level 2	Level 3	Level 4
Business & Administration			
	Office Buildings		
	Hotels		
	Trade Fairs		
	Government Offices		
	Military		

Example 3: Old categorization (Business & Administration)

Level 1	Level 2	Level 3	Level 4
Business & Administration			
	Office Buildings		
	Trade Fairs		
	Government Offices		
	Military		

Example 3: New categorization (Entertainment & Leisure)

Level 1	Level 2	Level 3	Level 4
Entertainment & Leisure			
	QSR / Fast Food		
	Bars & Clubs		
	Restaurants		
	Movie Theaters		
	Gyms & Fitness Studios		
	Public Swimming Pools		
	Golf Clubs		
	Salons		

Example 3: Old categorization (Entertainment & Leisure)

Level 1	Level 2	Level 3	Level 4
Entertainment & Leisure			
	Restaurants & Bars		
		Restaurants	
		QSR / Fast Food	
		Bars & Clubs	
	Movie Theaters		
	Theater, Opera, Musical		
	Hotels		
	Sports Entertainment		
		Golf Clubs	
		Gyms & Fitness Studios	
		Public Swimming Pools	
	Salons		

Example 3: New categorization (Education)

Level 1	Level 2	Level 3	Level 4
Education			
	Schools		
	Colleges & Universities		
		Natural Sciences & Mathematics	
		Engineering Sciences	
		Social sciences and humanities	
		Law and economics	
		Medical & Healthcare	
		University Clinic	
		Teacher training	
		Linguistics and cultural studies	
		Agriculture and forestry	
		Studies for civil servants	
		Art, design and music	
		Entrance Hall/Lobby	
		Auditorium	
		Cafeteria	
		Library	
		Gym	
		University Clinic	
		Other	
	Universities of Applied Sciences		

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		Art, design and music	
		Entrance Hall/Lobby	
		Auditorium	
		Cafeteria	
		Library	
		Gym	
		University Clinic	
		Other	
	Universities of Applied Sciences		

Example 3: New categorization (Healthcare)

Level 1	Level 2	Level 3	Level 4
Healthcare			
	Doctor's Offices		
		GENERAL MEDICINE	
		ANGIOLOGY	
		OCCUPATIONAL MEDICINE	
		OPHTHALMOLOGY	
		SURGERY	
		DIABETOLOGY	
		ENDOCRINOLOGY	
		GYNECOLOGY AND OBSTETRICS	
		GASTROENTEROLOGY	
		VASCULAR SURGERY	
		OTOLARYNGOLOGY	
		DERMATOLOGY	
		CARDIOSURGERY	
		HYGIENE AND ENVIROMENTAL MEDICINE	
		INTERNAL MEDICINE	
		CARDIOLOGY	
		ORTHODENTICS	
		PAEDIATRICS & ADOLESCENT MEDICINE	
		PAEDIATRIC & ADOLOSCENT PSYCHIATRY	
		ORAL AND MAXILLOFACIAL SURGERY	
		NEUROLOGY	
		ORTHOPAEDICS AND TRAUMATOLOGY	
		PLASTIC AND AESTHETIC SURGERY	
		PNEUMOLOGY	
		PSYCHOTHERAPEUTIC MEDICINE	
		PSYCHIATRY AND PSYCHOTHERAPY	
		RADIOLOGY / NUCLEAR MEDICINE	
		RHEUMATOLOGY	
	Clinics		
	Pharmacies		

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		ANGIOLOGY	
		OCCUPATIONAL MEDICINE	
		OPHTHALMOLOGY	
		SURGERY	
		DIABETOLOGY	
		ENDOCRINOLOGY	
		GYNECOLOGY AND OBSTETRICS	
		GASTROENTEROLOGY	
		VASCULAR SURGERY	
		OTOLARYNGOLOGY	
		DERMATOLOGY	
		CARDIOSURGERY	
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		INTERNAL MEDICINE	
		CARDIOLOGY	
		ORTHODENTICS	
		PAEDIATRICS & ADOLESCENT MEDICINE	
		PAEDIATRIC & ADOLOSCENT PSYCHIATRY	
		ORAL AND MAXILLOFACIAL SURGERY	
		NEUROLOGY	
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		RADIOLOGY / NUCLEAR MEDICINE	
		RHEUMATOLOGY	
	Clinics		
	Pharmacies		

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