



DOOH Venue Taxonomy

February 2023

Background and objective of the Venue Taxonomy



- The "IDOOH Venue Taxonomy" was developed in the summer of 2022 by a group of DOOH experts - consisting of participants from publishers and media agencies - based on the "DMI Venue Taxonomy" and the [OpenOOH standard](#).
- The categorization of DOOH venues in the "IDOOH Venue Taxonomy" is intended to support customers and agencies in the localization of DOOH advertising media and to enable retrieval by venue in different systems.
- To this end, the "IDOOH Venue Taxonomy" is intended to map the booking behavior of customers.
- The "IDOOH Venue Taxonomy" therefore does not serve to map all environments or touchpoints in which DOOH advertising media could be present (in the future), but only to map environments or touchpoints in which DOOH advertising media are currently present.
- At the same time, the "IDOOH Venue Taxonomy" is intended to reflect typical booking patterns or booking requests. If, for example, customers do not distinguish between the touchpoints "university" and "technical college", then these do not have to be mapped as two different touchpoints in the "IDOOH Venue Taxonomy" but can be mapped as one touchpoints "universities & technical colleges".
- For this purpose, the "IDOOH Venue Taxonomy" should be updated regularly to reflect newly emerging touchpoints / DOOH networks and the discontinuation of other networks.
- The "IDOOH Venue Taxonomy" is initially developed for the German DOOH market. Resulting deviations from the [OpenOOH standard](#) are considered necessary and acceptable. Nevertheless, harmonization on an international level is sought; the deviations from the international standard should therefore be kept to the necessary minimum; a [mapping](#) of the IDOOH standard to the international standard should enable parallel use of both standards.

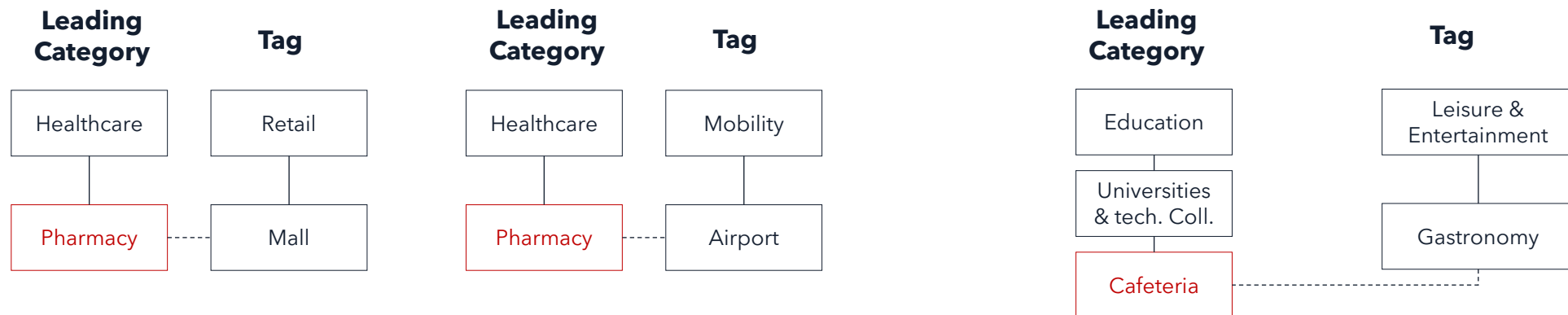
Hierarchical structure



- The venue taxonomy should show as much detail as possible. However, this should be oriented towards market requirements ("What is not booked is not needed.") and simple handling by users. For this purpose, the "IDOOH Venue Taxonomy" is given a hierarchical tree structure with 4 levels.
- The DOOH touchpoints receive a category ID on each level based on a hierarchical numbering, e.g. screens in the cafeteria of a university:
 - Level 1: Education > 5
 - Level 2: Unis > 5.2
 - Level 3: Cafeteria > 5.2.5
- Level 2 usually maps the "touchpoint" (i.e. shopping malls, train stations, airports, etc.), while levels 3 and 4 usually map the zones within a touchpoint (supermarket e.g.: entrance, checkout; airports e.g.: arrival, departure, etc.). Level 1 groups touchpoints into thematically similar categories (Mobility, Retail, Healthcare, etc.).
- The participating experts are aware that not all DSPs or planning tools work with a taxonomy of 4 levels. Those that don't may be limited to mapping the top two levels. However, the tech providers present assume that DSPs and SSPs can adapt to different tree structures.

Double Tagging (1/2)

- Each DOOH network or site/location should be assigned to exactly one category within a hierarchical tree. This is the "Leading Category".
- In addition, each location can be assigned to another "tag" (i.e. a category in the "IDOOH Venue Taxonomy"), e.g. a pharmacy in an airport can be assigned to the leading category "Healthcare > Pharmacy" and additionally to the category ("tag") "Mobility > Airport" and a pharmacy in a shopping mall can be assigned to the leading category "Healthcare > Pharmacy" and the tag "Retail > Mall".
- Screens in the cafeteria of a university or university of applied sciences can be assigned to the leading category "Education > Universities & technical colleges" (solid line) and additionally tagged in the category "Leisure & Entertainment > Gastronomy" (dashed line).

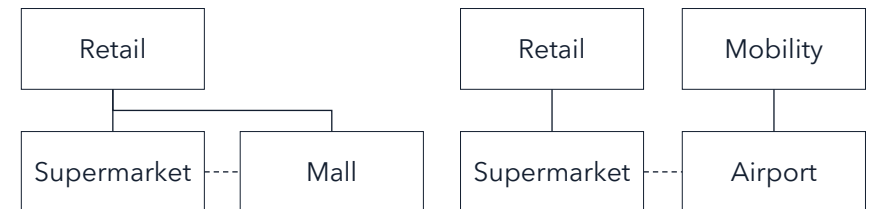
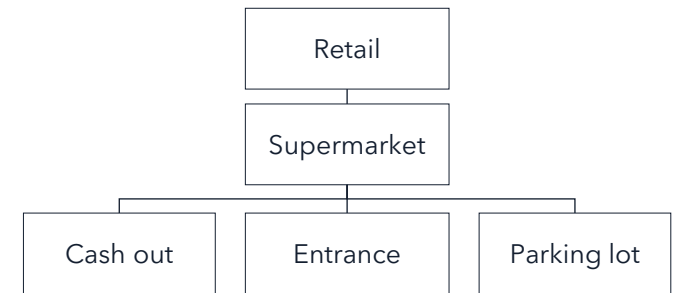


- Therefore, each individual site/location must be individually assignable to categories.

Double Tagging (2/2)

- However, there is no obligation to assign sites/locations to categories individually. Instead, to simplify matters, a complete network of Burger King locations, for example, can be assigned to the category "Entertainment & Leisure > Fast Food". In general, double tagging is **optional**.
- In order to avoid uncontrolled growth and misuse, clear rules for double tagging are defined (which locations may be assigned to which tags); these are contained in the "IDOOH Venue Taxonomy" ("Allowed Tags") and are regularly updated together with the "IDOOH Venue Taxonomy".
- A distinction should be made between areas inside a facility with DOOH screens and areas outside a facility:

- For this purpose, a polygon is placed around the facility. In the case of a supermarket, for example, this polygon includes the parking lot.
- Different areas within the polygon are subcategories of the facility. The parking lot of a supermarket is - like the "entrance" and the "cash out" - such a subcategory.
- If a supermarket is located in a mall or an airport, then the areas "Mall" and "Airport" are outside the polygon and thus not subcategories of "Supermarket" but can be assigned to the supermarket as additional tags.



Perimeter categories



- Perimeter categories do not describe the touchpoint or immediate environment of the screen itself (this is done by the DOOH touchpoint categories or tags described above) but the environment outside the touchpoint of a location with DOOH screens.
- Take the example of an office building: Are there supermarkets (and if so, which ones?), malls, or restaurants (and if so, which ones?), within 200 meters of the office building?
- The participants see problems with the standardization and quality assurance of perimeter categories and therefore decide not to include them in the "IDOOH Venue Taxonomy".

Explanations for individual entries (1/2)



- **E-charging stations** belong to the supply infrastructure of motor vehicles and thus to the category "filling station" (gas station or, in the future, fueling station). However, they can also be located on streets or in parking lots of malls or supermarkets and therefore be assigned to the tags "Outdoor", "Mall" or "Supermarket".
- **Hotels** are assigned to the category "Entertainment & Leisure" following the international standard. Airport hotels or hotels at train stations can additionally be assigned to the tags "Airport" or "Train Station".
- **Coworking spaces** and **office buildings** are classified separately in two different Level 2 categories, as there are significant differences in the target groups and the type of customers advertising there. Conference centers at airports can be assigned to the "airport" tag.
- **Duty free stores** are recorded in the category "Airport > Security Area" and can also be assigned to the tag "Retail".
- **Pharmacies** are classified in the "Healthcare" category and can be assigned to the "Airport", "Train Station" or "Mall" tags.
- In pharmacies (and other retail locations such as mini markets), screens may also be installed in **shop windows** - in addition to screens in the interior. Interior screens and screens in shop windows should both be classified as "pharmacies" or "mini markets". Screens in shop windows should also be assigned to the "Outdoor" tag, as they address target groups in front of the shop windows and on the street.
- The same applies to **screens on external facades** of train stations or malls: If target groups are reached on the street, the screens are assigned to the leading categories Train Station / Mall and the tag "Outdoor".

Explanations for individual entries (2/2)

- Alternatively, the screens on the **exterior facades** can also be assigned to the "Outdoor" category with the tags "Retail", "Station" or "Mall".
- The participants note that no distinction is made in the booking behavior of advertisers between **universities, technical universities** and **universities of applied sciences** or **technical colleges**. These are therefore classified together in one category.
- Screens in the **cafeteria** are classified in the category "Universities, Technical Universities and Universities of Applied Sciences" and can be assigned to the tag "Gastronomy".
- **Train stations** can be divided into the categories "Long-distance train stations" (with - in Germany - IC, ICE, ECE stops) and "Regional and suburban train stations" (all others).
- **Subway stations** are next to train stations on Level 2; this corresponds to the planning routine of the agencies.
- **Bus and streetcar stops** belong to the "Outdoor" category. For this purpose, a subcategory "Bus & Tram Stations" is created for each of the Level 2 categories "Roadside" and "Pedestrian Zone".
- The "**Outdoor**" category has been significantly slimmed down and only contains the Level 2 categories "Roadside", "Pedestrian Zone" and "Taxi Top".
- The additional tags "**Airport**", "**Mall**", and "**Train Station**", which are allowed in the Outdoor category, can be used for the screens on exterior facades of the corresponding touchpoints (see above).
- The **Residential** category is newly included with the subcategories "Entrance/Lobby" and "Elevator".
- The specialties in **Healthcare** (waiting rooms and clinics) have been restructured.



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