

# DOOH GLOSSARY

The Digital Out-of-Home (DOOH) industry has grown significantly over the past few years and has now evolved to a point where advertising is increasingly bought programmatically. This glossary marks the first time that the industry has come together to agree on a set of shared terms across multiple areas, including measurement, programmatic and targeting.

The aim is for this glossary to makes DOOH more accessible to advertisers, while also improving transparency and sustainability for this burgeoning sector. It currently only applies at a UK level, but the aim is to drive adoption globally and use this as a base to develop a set of cross-industry standards.

The glossary has been developed by IAB UK's Digital Out-of-Home Advisory Group, the trade body for Out-of-Home advertising Outsmart and the industry's Out-of-Home audience measurement body Route

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**iab.**<sup>UK</sup>

OUTSMART

 **route**  
outdoor media analytics

# CONTENTS

General .....	1
Creative .....	2
Measurement .....	3-5
Programmatic .....	6
Targeting .....	7
Thank you .....	8



# GENERAL



## IAB UK

The Internet Advertising Bureau (IAB UK) is the industry body for digital advertising, committed to building a sustainable future for digital advertising. We do this by bringing the industry together through our 1,200 members including media owners, agencies and brands.

## Outsmart

We are the comprehensive resource for anyone using or thinking about Out of Home. We showcase the latest and greatest campaigns. We provide research and insight. We demonstrate the medium's effectiveness. In short, we help advertisers, planners and creatives use OOH in bigger and better ways.

## Route

Route produces audience estimates for out-of-home advertising in Britain. The data we publish tells subscribers how many and what type of people see an advertising campaign, and how often they do so. The information is used as the currency for planning, trading and valuing advertising investment in the medium.

## Department for Transport (DfT)

The government department responsible for traffic, transport, congestion and so on. The DfT run the National Travel Survey which is included in some of Route's work.

## JIC

Joint Industry Currency. A cross-industry body, typically governed equally by buyers and sellers of the medium, that undertakes research for that medium. Route is a JIC.

## Local authority

County or town authorities; councils. Some councils carry out traffic research that is relevant to Route's study.

## MGE data

Based in Prague, MGE Data is a specialist in geographic information systems and geo-marketing technology data. MGE Data provides the MobiTest GPS meters for Route, and undertakes modelling work for parts of the Route study.

## Network Rail

The company which owns and manages the rail infrastructure in Britain. Route sources passenger count data from Network Rail.

## PMRS

(pedestrian market research services)

A research company that specialises in the collection and supply of pedestrian footfall information.

## Transport for London (TfL)

The organisation responsible for London's transport. TfL supplies count (passenger) data for the Route model.

# CREATIVE



<b>Ad server</b>	An ad server is a web server dedicated to the delivery of advertisements. This specialisation enables the tracking and management of advertising related metrics.
<b>Ad spot length</b>	Amount of time representing the segment of the loop containing ad content.
<b>Aspect ratio</b>	The dimensions of a display screen's image expressed as a ratio of the horizontal width to the vertical height.
<b>Audio</b>	Consumers will be able to both see and hear the advertisement.
<b>Companion ad</b>	A Companion Ad will run adjacent to an ad unit and/or programmed content.
<b>Companion ad unit orientation</b>	Referred to as either Companion Landscape or Companion Portrait
<b>Digital</b>	Advertising frames that have a digital screen, displaying moving or rotating images.
<b>Dynamic content</b>	The process of building responsive creative to deliver contextually-relevant messages driven by the smart use of data across DOOH.
<b>Face</b>	An individual advertising image. One face may make up part of a scrolling billboard, or series of images on a digital frame.
<b>Frame</b>	The physical housing of an advertising display. A frame may show a single static image, a series of images with a scrolling mechanism, or it may have a digital screen capable of exhibiting many individual adverts. Each separate advertising image is called a FACE.
<b>Full screen</b>	means the ad unit is the only visible asset running on the screen.
<b>Media unit</b>	A unit defined by the DOOH network, used to describe the physical device on which a DOOH ad unit will play. Most often for digital place-based networks, a media unit is a single screen, however in locations where multiple screens are combined to portray content that is larger than one screen, the entirety of the group of screens may be referred to as a single media unit.
<b>Partial screen</b>	The Primary Ad unit is accompanied by content and/or a companion ad unit or some other visual enhancement (such as ticker, clock, or logo). Companion Ads may be text, static display ads or rich media.

<b>Playback format</b>	The final format that the ad unit will be played across the network. Networks shall disclose the playback format.
<b>Primary ad unit</b>	Refers to the dominant area of advertising displayed on the screen. The Primary Ad unit should be described as either Full screen or Partial screen.
<b>Primary ad unit orientation</b>	Should be referred to as either Landscape or Portrait.
<b>Screen</b>	A device or medium designed to deliver Digital Place-Based, Digital Out-of-Home, and/or Advertising content whether it be video, audio, or both.
<b>Spot length</b>	The amount of time the advertiser has to play their creative in
<b>Street furniture</b>	Advertising displays, many that provide a public amenity, positioned at close proximity to pedestrians for eye-level viewing or at a curb side to impact vehicular traffic.
<b>Transit</b>	Displays affixed to moving public transportation vehicles or in the common areas of transit terminals and stations.
<b>Visual units</b>	A collection of frames that are in sync; one ad will play on all the connected frames at the same time.

# MEASUREMENT

<b>Accelerometer</b>	An electronic device that helps us to understand movement by measuring vibrations (relative accelerations). The vibration of a car is very different to that of a train or a bus. It has many applications, including the study of live volcanoes.
<b>Ad recall</b>	The estimated number of people likely to remember your ads within days of being exposed.
<b>Algorithm</b>	A set of mathematical instructions that combine to produce a specific outcome. Here, the outcome is reach and frequency for outdoor sites. The Route algorithm is unique, specific to the medium.
<b>Audience composition</b>	The demographic, socioeconomic, or behavioural profile of the network's audience that is inclusive of the percentage of the total audience falling in each segment.
<b>Audience impression</b>	A unit of measure that includes the total number of people with an opportunity to see (aka traffic), notice, and dwell time, calibrated to the media's spot length. It can also be explained as the total number of times people passing a digital out-of-home display are likely to notice a message. This concept is sometimes referred to as "Visibility Adjusted Contact", or "VAC".
<b>Audience reach measurement</b>	A term that provides a count of the total number of people or machines that get ads. In DOOH scenarios, the expected application of Audience Reach Measurement is to count people. Audience Reach Measurement also refers to a guideline developed by industry bodies that standardizes the measurement of machine based-measures (unique cookies, unique devices, unique browsers) and people-based measures (unique users or visitors). It is critical, and a compliance requirement, that the audience reach measurement organization does not misrepresent machine-based measurements as people-based measurements. The measure's status as either a people-based or a machine-based measure should be clearly disclosed. For specifics and additional information, please review section 1.2 of the MRC/IAB Audience Reach Measurement Guidelines.
<b>Awareness</b>	The extent consumers are familiar with a brand or product.
<b>BARB area</b>	The 12 large segments of the country used in media planning. These are defined by where TV transmitters are. The whole country is covered.
<b>Brand health / brand equity</b>	The way a brand is viewed by its customers, and how your audience feels about your brand.
<b>Brand lift</b>	A measurement of an advertising campaign's effectiveness in driving a positive shift in customer awareness and perception of a brand.
<b>Cone of vision</b>	The field of view for an individual. Also known as the area of sight. It extends from the subject as a 120° cone.

<b>Confidence</b>	Metric to indicate the statistical significance of the lift observed. Generally, results that are statistically significant at the 95% confidence level or higher are suitable for making business decisions. Results that are statistically significant at the 80% confidence level or higher can be considered directional.
<b>Consideration</b>	The extent a consumer will consider a brand for purchase.
<b>Consumer experience</b>	The way the Primary Ad unit is experienced by a person watching the screen.
<b>Conversion window</b>	Number of days after exposure where a vendor will attribute visits to a campaign. This can vary by business and category.
<b>Cost per lift store visit</b>	The advertising price per exposed user visiting the store that can be attributed to the advertising campaign. This can be found by taking Ad Spend divided by Lift Store Visits.
<b>Cost per ratings point (cpp)</b>	The cost of one rating point in any geographically defined market.
<b>Cost per thousand (cpm)</b>	The cost (price) to deliver 1,000 ad impressions on displays in a market.
<b>Coverage</b>	The geographic area covered by network installations.
<b>Currency</b>	Route data is known as a currency. There is a currency for each advertising medium (e.g. BARB for television). By creating a common measure of all formats equally, and giving a specific value to each, media space may be planned, traded, evaluated and reported based on the currency.
<b>Delivered impacts</b>	The number of times a creative has been viewed, as defined by Routes impact scores
<b>Delivered play</b>	The number of times a creative (with a defined spot length) plays fully
<b>Dwell time</b>	The length of time an individual is in a Screen Exposure Zone which is a location from which the screen is visible and, if appropriate, audible. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1)
<b>Exposed – store conversion rate</b>	Rate at which exposed audience visited the store per impression served.

# MEASUREMENT

**Exposure** Presence in the defined Screen Exposure Zone while content is deemed to be viewable, though this does not require that the content be viewed or listened to. Exposure is also often referred to as Opportunity-to-See. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1)

**Eye-tracking** The Department of Psychology at Birkbeck College, University of London, has undertaken experiments to discover typical eye movement patterns in outdoor spaces. From a variety of studies we know the mathematical rule by which to calculate realistic audience numbers.

**Factor** A mathematical rule that is applied to an equation.

**Favourability** A measurement of an advertising campaign's effectiveness in driving consumer perception of a brand.

**Fieldwork** The part of Routes research work which is the on-the-ground data capture: interviews with participants, and the time spent carrying a GPS device.

**Foot traffic attribution** The measurement of an advertising campaign's influence on physical visitation to a specified location. This enables advertisers to understand the drivers of in-store visitation.

**Frequency** The number of times the target audience is typically exposed to content, advertising, or a specific ad, in the defined time frame. Frequency represents the average exposure when used in conjunction with cumulative reach estimates, though it can also be reported on the basis of specific exposure levels when evaluated in the context of discrete reach estimates through frequency distribution analyses. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1) In a similar vein, Effective Frequency refers to the number of exposures necessary to make an impact and attain communication goals.

**GPS** Global Positioning System. The satellite navigation system that provides precise location information for electronic devices, such as military missile guidance systems.

**Gross rating point (GRP)** A term used to measure the size of an audience reached by a specific media vehicle or schedule. In the DOOH landscape, GRP means the total number of impressions delivered, expressed as a percentage of a market population. One rating point represents impressions equal to 1% of the market population. In the calculation of GRPs, total impressions must first be reduced to the in-market impressions of individuals who live in the defined market and are part of that market's population base. A frequently referenced term with GRPs is Target Rating Points (TRPs), which is the sum of the ratings generated by a segment may be called Target Audience GRPs or more simply TRPs Acronym: GRP.

**Here** The mapping specialist, which provides data that allows Route to create a road and pathway network on which to base its models. Data from HERE is often used in satnav systems.

**Impact** One individual, seeing one advert, once. This is a mathematical rule applied in audience calculations. The definition of a Route IMPACT uses LIKELIHOOD TO SEE (LTS), not OPPORTUNITY TO SEE (OTS). In other words, it is adjusted for VISIBILITY.

**Impression** In DOOH terms it is a measurement of response from an ad server to a Media Unit request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the Media Unit by the user, also called a view.

**Ipsos mediact** The division of the market research company Ipsos MORI that provides media measurement services. The company delivers many similar projects, including the RAJAR and NRS currencies.

**Lift** Percent difference in visitation rates between exposed audience and unexposed audience. Also known as "Incremental Lift".

**Lift store visits** Portion of Store Visits by exposed audience attributed to lift (incremental visits above baseline visits).

**Likelihood to see (LTS)** Our measure of audiences is a net estimation, incorporating eye-tracking studies to give a more realistic likelihood-to-see factor, rather than the opportunity to see (OTS) used by other media. See EYE-TRACKING.

**Maximum visibility distance** Derived from eye-tracking experiments, Route has defined the distance from which posters can be seen. This varies, and is dependent on the dimension of the frame. A larger frame will have a longer visibility distance.

**Message duration** The interval of time when a DOOH message is viewable.

**Multi Sensor Tracker (MST)** Multi-Sensor-Tracking devices are used by Route to monitor the movement of participants in the Travel Survey. These use a combination of GPS and other sensors to detect people's location and movements on a second-by-second basis. They are designed to work both above ground and below, even when there is no mobile signal available. These provide accurate positioning to 1m.

**Notice** The percentage of respondents who claimed to have noticed a screen.

**Observation** A technique used in market research. For Route, Ipsos MediaCT has observed the behaviour of people in interior spaces such as airports. A chosen group of people is observed as they move in the space, and a FACTOR for their likelihood to visit a specific location is produced.

**Offset** In relation to 'straight ahead' the OFFSET is the angle away from this path at which the poster is located. The OFFSET is an important factor in calculating the visibility of the frame.

# MEASUREMENT



<b>Opportunity to see (OTS)</b>	A basic measure of media exposure. OTS estimates are measures of media exposure (e.g. magazine readership or the TV program exposures) and not the advertising. In OOH - Likelihood to see is used, and incorporate eye tracking data for a more realistic assessment of media exposure.	<b>Share of impacts</b>	Average % share of viewed impacts across the dimensions reported on for the campaign (e.g. Play, hour, panel, geography)
<b>Passive</b>	Describes research fieldwork that requires minimal input from the participant. At a practical level the data is simple to process and subject to fewer input errors than in active or survey-based methods.	<b>Share of time</b>	Average % share of total time across the dimensions reported on for the campaign (e.g. Play, hour, panel, geography)
<b>Play</b>	A play in DOOH differs from an impression in online, as it has a defined length, start and end time.	<b>Store conversion rate</b>	Rate at which exposed consumers visited the store per impression served.
<b>Proof of play</b>	Proof of play reporting is the logging of playout data on media owner players, each time a piece of content is played. The player logs an occurrence, stores it and then it can be provided to advertisers for analysis.	<b>Store visits</b>	Total number of store visits attributed to the campaign, based on store visitation behaviour observed and the total number of impressions for the campaign.
<b>Purchase intent</b>	Purchase intent is a measure of the probability that a consumer will purchase a service or product.	<b>Traffic</b>	Volumes of people moving, whether on foot or in vehicles.
<b>Reach</b>	The net (unduplicated) count or percent of the defined universe of the target audience exposed to content, advertising, or a specific ad, in a Screen within a defined time frame. This time frame can be a day, week, or month, or even less-frequent time periods although more frequent reports are generally desirable to users. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1)	<b>Traffic intensity model</b>	A complex mathematical model that incorporates all of our findings about traffic, vehicular and pedestrian. We have created a map for the entire country that records every road, pathway and corridor along which people travel. The model ascribes volumes of people-flows to each segment of this map. Known affectionately as TIM.
<b>Reach and frequency</b>	The estimated number of people that see an advertising campaign, and the average number of times they see it, in a defined period.	<b>Trip stage</b>	A trip stage is not a full journey, but a segment of Route GPS data; or, in other words, a 'mode of transport travel segment'. One journey can be formed by two or more trip stages by different modes.
<b>Reaction</b>	Consumer response to brand advertising.	<b>TV area</b>	See BARB AREA.
<b>Recall</b>	In market research, a respondent may be asked to remember the advertising they have seen. This is known as recall.	<b>Unexposed – store conversion rate</b>	The rate at which unexposed members of the audience visited the store.
<b>Resonance</b>	Advertising messaging influencing the consumer perspective and drive purchase decisions or the desired brand impact.	<b>Unique traffic</b>	The unduplicated audience that has an opportunity to see any message during a reporting period.
<b>Respondent</b>	A respondent is a participant in a research study. For Route, respondents are selected based on their location, and fulfil a specific demographic requirement.	<b>Viewable impression</b>	In online/digital media, a served ad impression can be only be classified as a "viewable impression" if the ad meets all of the following criteria: it was contained in the viewable space of the browser window, it is in an in-focus browser tab, and it meets pre-established minimum percent of ad pixels within the viewable space and the length of time the ad is in the viewable space of the browser. It is recognized that an "opportunity to see" the ad exists with a viewable ad impression, which may or may not be the case with a served ad impression. (Source: MRC Viewable Ad Impression Measurement Guidelines Ver. 2.0)
<b>Served impression</b>	An ad that was reported to have begun to render at the screen. Note that in the vast majority of DOOH experiences, all ads (when served) are fully viewable for the entirety of the play. In the digital media world, this term is commonly known as a "play".	<b>Visibility</b>	The area of research that, using eye-tracking methods, produces data on the probability that an advert is visible to the viewer.
<b>Served plays</b>	The number of times a creative (with a defined spot length) has started playing (May not play fully)	<b>Visibility area</b>	The area around a frame in which it can be seen. It incorporates the maximum visibility distance of the frame, and the angle that Route has defined to mark its catchment area (120°).

# PROGRAMMATIC



## Bid rates

Bid Rate is a Programmatic Auction metric that shows how many Bids are occurring in the Auction. This is usually determined by one's bid price and the frequency cap. The advertiser will only pay for impressions that are won

## Bid request

A bid request is a function that is triggered when a user visits a digital space with ad units on it. It then requests an ad so that it can be displayed in the ad units for users.

## Bid response

The response that gets sent by the DSP inside RTB system to address the Bid Request that was sent by SSP, Ad Network or Ad Exchange. The bid request normally comprises information about the amount of bid, an ID of the creative (banner or video), and ID of the participant that made a bid on the auction

## Content distribution server

A server or computer used to store content for distribution to digital signage.

## Content management software/system (CMS)

An application used to create, schedule, manage and modify digital content. Digital signage software used to manage and schedule is an example of a content management system.

## Demand side platform (DSP)

A technology platform that provides centralized and aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of these sources.

DSPs allow advertisers to buy impressions across a range of publisher sites, but targeted to specific users based on information including location and previous browsing behaviour. Publishers make ad impressions available through marketplaces called ad exchanges and DSPs automatically decide which impressions make the most sense for an advertiser to buy. Price is often determined by a real-time auction through a process known as real time bidding.

## Frequency capping

A limit/cap on how many times a specific user is shown a particular advertisement within a given time period.

## Impression multiplier

The multiplier is an OOH specific metric which informs the buyer exactly how many impressions are delivered in a single ad play. Each impression equates to one viewer. One bid request will now account for one ad play, therefore the multiplier will highlight how many impressions are included per bid request.

## Open auction

A way to buy/sell programmatic advertising. It is the least-restrictive type of ad auction, with a media owner/publisher generally allowing any and all buyers to participate in accessing the ad inventory through this tactic. Usually there is no direct relationship with the buyer. Media owners may choose to use blocklists and floor pricing to prevent certain advertisers from gaining access. On the advertiser side, they are often unaware of what media owner network they are buying on. DSPs usually present a list of exchanges/SSPs to the buyer that they automatically opt into. Buyers may not know or care that they are buying a specific network's inventory. Because of this, publishers can participate in the open auction on a blind basis.

## Private marketplace

A way to buy/sell programmatic advertising. This auction type is very similar to an open auction, except a publisher restricts participation to select buyers/advertisers. A publisher may choose to not participate in an open auction and only run an invitation-only auction. It is important to note that an invitation-only auction is still an auction and buyers will be expected to bid on inventory. A publisher may choose to expose different information such as transparency or data, through the use of deal IDs or line items to add value to this select group of buyers while using this tactic.

## Real time bidding (RTB)

A way of transacting media that allows an individual ad impression to be put up for bid in real time. This is done through a programmatic on-the-spot auction, which is similar to how financial markets operate. RTB allows for addressable advertising; the ability to serve ads to consumers directly based on their demographic, psychographic, or behavioural attributes.

## Deal ID

Also known as a deal identifier, is the unique number assigned to an automated ad buy.

## OpenRTB

The IAB standard for RTB now used by most DSPs

## Seat ID

A unique identifier used to offer inventory to specific buyers on a DSP platform



# TARGETING



## Audience composition

Attributes of the audience of a given campaign or set of campaigns. Very often based on demographic (e.g. 56% male/44% female) or geographic attributes.

## Audience reach %

Percentage of an addressable target audience reached by a given campaign.

## Behavioural profiles

Profile based on past-observed behaviour, typically within 30-90 days of recency. Behavioural profiles may or may not refer to a profile about unique users.

## Behavioural segments

Segmenting audiences that are defined by previous behaviours, frequently their recent online behaviour, or offline purchases and visitation. For example, an auto advertiser may seek to reach anyone who's visited an auto review site in the last 30 days.

## Conurbation

A population centre. There are twenty-four Route conurbations. We use the government's definition to determine their limits. The conurbations do not cover the whole country, but instead cover the largest city areas.

## Cover (coverage)

The proportion of a target group who see one or more frames in an outdoor campaign (creating an IMPACT), in a defined period. Expressed as a percentage.

## Daypart

A partial segment of a medium's overall operating hours, during which programming and/or advertising is customised to appeal to a particular demographic or target audience.

## Demo targeting

Targeting audiences that are defined by demographic attributes i.e. age, gender, household income, presence of children.

## Environment

Shorthand for the specific type of location where advertising frames are placed. For example, RAIL indicates displays in rail stations and on trains, and RETAIL includes frames inside retail centres and pedestrian areas, among others.

## Geographic targeting

Targeting audiences defined by their location in the real-world. Location attributes can vary from granular attributes such as mobile/GPS-enabled latitude/longitude data to broader attributes such as DMA or state/province. In technical specifications, targets may simply be referred to as "geo", "user", "audience" without spelling out the full term.

## Look-alike targeting

Targeting audiences that have some number of attributes in common with an audience of interest. For example, an advertiser may target "look-alikes" of past purchasers, i.e. folks who share demographic or behavioural characteristics of past purchasers, but have not themselves made a purchase.

## Motorway service area (MSA)

Frames that are situated in the car parks or slip roads of motorway services.

## Psychographic targeting

Targeting audiences defined by personality, interests, attitudes or mindsets, e.g. Financial Optimists, Environmentally-Conscious Consumers. Often driven from offline surveys and stated preferences.

## Retargeting

Targeting audiences that are defined by having recently shown interest in said advertiser, interest most often being defined as visiting the advertiser's web site.

## Segmentation

Dividing a broad group of consumers or businesses into subgroups (known as segments) based on shared demographic/psychographic/behavioural attributes. Segmentation is often used to create target audiences (comprised of one or more segments) or to customize an offer or message for specific segments.

## Shopping centre exterior

Open-air shopping spaces, such as town centre pedestrianised streets or walkways around malls.

## Shopping centre interior

Malls, or other types of interior shopping spaces, inside buildings.

## Target

Any audience reflecting the most desired consumer prospects for a product or service, defined by age, sex, race, ethnicity or income; or their combinations for any geographic definition. Expanded targets include purchasing, behavioural, and audience segmentations.

## Target audience

A specific group that an advertiser seeks to reach with its campaign. Target audience is defined by a certain attribute or set of attributes (e.g. Women aged 18-24, Sports Car Lovers, Shoppers In-market for a New car).

## Town

Route has divided the whole country into more than 1,600 areas. These are often actual towns, but in rural areas there may in fact be more than one small town in the area. The purpose is to split the country into logical and manageable chunks. The 1,600 areas cover 100% of the country with no gaps.

## Universe

A geographic universe or coverage definition stated on the basis of population amounts is required for Digital Place-Based / Out-of-Home Networks subject to measurement. These may be customized (or limited) based on the specific attributes of the network and the associated Venue Traffic. In some cases a customized universe can be stated or a general population estimate (e.g., US Census estimates) for media comparability purposes. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1, w/o the "Out-of-Home" reference in the first section)

## Venue

The place and location of the advertising network and screens. Examples include supermarkets, office buildings, gas stations, and other places where consumers can be found. (Source: MRC Digital Place-Based Audience Measurement Standards Version 1)

# THANK YOU

OUTSMART iab.<sup>UK</sup> route  
outdoor media analytics

adform adsquare @ adstream amazonadvertising BAUER MEDIA GROUP BPA WORLDWIDE global GOODSTUFF MEDIA @SOME

Hivestack Knitting.Media Magnite Posterscope OMG OmnicomMediaGroup PUBLICIS GROUPE scoota.

SPARK FOUNDRY Starcom Talon theTradeDesk tide tug

UNI LED verizon media VIOOH VISTAR MEDIA ZOOM MEDIA