

UK OOH Advertising Standards Committee

SPACE – Industry Inventory Database

1. Data

SPACE is a database of UK OOH advertising inventory

The structure of data is defined by the Standards Committee (SC)

The provision of the data is provided by each media owner independently and on their own behalf.

The data held is not authenticated by the SC or any other body except the provider.

2. Principles of Access

SPACE is accessible to any party subject to the payment of access fees.

3. Access Fee charges

A. Underwriters of the annual service charge

1. Media Owner class members of the Industry body – Outsmart

- a. Access to populate data is free
- b. Access to consume the data is free

2. Members of the Industry body - IPAO

- a. Access to consume the data is free

B. Non-Underwriters of the annual service charge

3. Media owners who are not part of the industry body – Outsmart

- a. Access to populate the data < 500 Frames is £1,000 per annum
- b. Access to populate the data > 500 Frames is £1,000 per annum + £1 per frame per annum for every frame over 500
- c. Access to consume the data is £5,000 per annum but is reduced by the cost charged for data population.

4. Non-media owners

- a. Companies conducting logistical service, e.g. Site inspections. Dispatch £5,000 pa
 - b. Non IPAO media trading or transaction £10,000 pa
 - c. Non trading Analytics and Analysis £10,000 pa
 - d. Other companies £POA
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