

# BPA Worldwide Digital Out-Of-Home Accreditation Seal Program

## Quick Start Guide

The global Digital Out Of Home (DOOH) market size is projected to reach US \$35.1 billion by 2027. Elevating marketplace trust and improving transparency will help drive this growth.

**Why?** BPA Worldwide, has created the **Digital Out of Home (DOOH) Accreditation Seal Program** to help companies demonstrate and promote their commitment to quality in the online marketplace. The program goals are to build industry credibility, raise organizational performance, and create competitive advantages for accredited companies.

**Who?** BPA's DOOH Accreditation Seal program is open to Digital Place-Based Network Owners and operators, Intermediaries (including technology platforms, research companies and other services that facilitate the buying and selling of digital media), Marketers, and Agencies.

**Learn More** To learn how the Digital Out-of-Home Accreditation Seal Program can benefit your organization, please contact **Dan Schneider** at +1-203-447-2820 | [dschneider@bpaww.com](mailto:dschneider@bpaww.com).

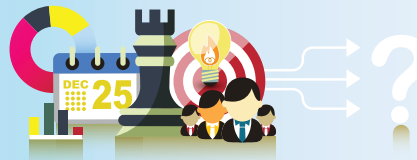
**Review & Certification Process** The program has criteria for each sector, including:

### Network Owners/Operators



- **Network Management** – Maintain database of network locations, active devices at each location as well as hours of location.
- **Ad Delivery and Reporting** – Adhere to industry guidelines for digital ad delivery, measurement and reporting.
- **Disclosures** – DPD Network scope, scale, delivery, measurement and reporting disclosed to buyers.

### Intermediaries



- **Network Management** – Implement policies, procedures, controls to evaluate/approve inventory supply partners/networks.
- **Ad Delivery and Reporting** – Adhere to industry guidelines for digital ad delivery, measurement and reporting.
- **Disclosures** – Function, scope, scale, delivery, measurement and reporting disclosed to DPD Network Owners/Operators and buyers.

### Marketers/Agencies



- **Network Management** – Implement policies, procedures, controls to evaluate/approve inventory supply partners/networks.
- **Ad Delivery and Reporting** – Require suppliers/intermediaries to adhere to industry guidelines for digital ad delivery.