

This document has been developed by the IAB Australia **DOOH Council.** 

## dooh buyer's guide dsp reporting matrix

This matrix outlines the level of reporting available within the DSP or via third parties as part of the DSP service.



dsp		the trade desk	hivestack	yahoo	vistar	blis	broadsign
delivery	plays impressions						
	impression multiplier						
	pacing indicator						
	bid requests / responses / won						
location	postcode						
	latitude / longitude						
	city / region						
inventory	ssp						
	frame id						
	screen name						
	publisher						
	active panels						
	venue type						
troubleshooting, verification & campaign measurement	loss reasons / troubleshooting						
	<b>proof of play data</b> (timestamped data down to the specific time of play)						
	verification						
	Types of measurement accessible through DSP or additional service						