

FROM ~~DECs~~ TO

EYES-ON

INTRODUCING EYES-ON IMPRESSIONS - A NEW CURRENCY FOR OUTDOOR ADVERTISING THAT WILL REPLACE THE DEC.

The role of the Visibility Adjusted Index in Eyes-On Measurement

What are Visibility Adjustment Indices?

Visibility Adjustment Indices (VAIs) are statistical conversion factors that are applied to circulation counts (people passing an OOH unit) to produce EOs and Eyes-On ratings (people noticing the unit and its advertising).

EOs and Eyes-On ratings are audience estimates.

VAI scores are merely an ingredient in building Eyes-On audience estimates. They are not measures of the audience.

How were VAIs developed?

VAIs were derived from an extensive visibility research program conducted for the Traffic Audit Bureau (TAB) using state-of-the-art eye-tracking technology and high definition video simulations of both vehicular and pedestrian exposures to a wide variety of OOH formats in various environmental situations. Results collected from over 25,000 observations were analyzed and then modeled to generate VAI conversion factors for all TAB audited inventory.

What primary factors impact VAI?

Several key factors are contributors to the noticing of an OOH unit and its advertising that they form the foundation of the VAI model. They are:

1. Unit Format
2. Unit Size
3. Side of the Road
4. Angle to the Road
5. Street Type
6. Distance to the Road

While these factors operate in both vehicular and pedestrian OOH exposure, each factor operates to differing degrees based on the mode and nature of the exposure.

How does each factor contribute to a unit's VAI score?*

A unit's unique VAI score is a composite score that considers the combined effect of all VAI factors. Here are a few general observations drawn from vehicular exposures based on three of the six primary factors.

| Bulletin Size | Relative VAI Adjustment |
|---------------|-------------------------|
| 10.5 x 36 | 92 |
| 14 x 48 | 100 |
| 20 x 60 | 113 |

Larger units have higher VAIs. This index reflects VAI adjustments for three differently sized bulletins placed at the same location.

Noticing is higher for units on the right side of the road.

| Side of Road | Relative VAI Adjustment |
|--------------|-------------------------|
| Right | 100 |
| Left | 85 |

Distance from the road impacts a unit's visibility.

Initially, Eyes-On audiences will be derived from VAI adjustments using average distances from the road based on format and road type.

** The indices are averages used to illustrate the isolated influence of an individual factor (e.g. size). Actual VAI scores are derived from the simultaneous contribution of all 6 factors for each individual display.*

**Eyes On ...
the true measure of Outdoor!**

For additional details visit EyesOnRatings.com.