

EYES ON MEASUREMENT

INTRODUCING EYES ON IMPRESSIONS - A NEW CURRENCY FOR OUTDOOR ADVERTISING.

TAB's EYES ON Methodology

What are the research basics of EYES ON?

TAB's EYES ON audience measurement system was derived after a review of the "best practices" in Out of Home measurement around the world. It was specifically designed to deliver each of the following requirements:

- Separately report audiences for each of the nearly 400,000 units of inventory across the United States
- Reports those audiences using the same demographics available and used by other media
- Provide the same audience measures across 200+ markets
- Report audiences of people who notice ads (commercial audience) rather than merely passing a board

There are four components of the EYES ON research program:

Traffic Counts

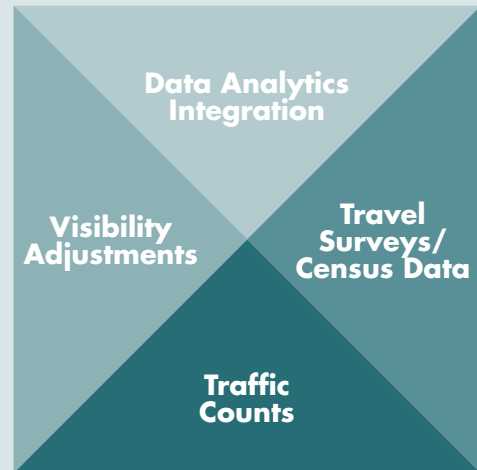
Traffic counts are the foundation of the system. They make it possible to accurately report circulation or the number of people passing each out of home display. Traffic counts are collected from the Department of Transportation at the local, county and State level. Peoplecount contributes the required vehicular and pedestrian traffic engineering expertise.

Travel Surveys/Census Data

Mediamark Research (MRI) conducted approximately 50,000 travel surveys that collected detailed information about trips, mode of transportation, and the purpose of trips. These surveys supplement trip information derived from the Census surveys available in all markets throughout the country. The abundance of this survey information allows TAB to generate trips taken from one Census tract (neighborhood) to another. When integrated into the EYES ON system, these surveys provide the demographic characteristics of people passing the display.

Visibility Adjustments

Three separate companies (Micromeritics, Perception Research Services and the Marketing Accountability Partnership) worked together to create and test high quality video simulations of vehicular and pedestrian exposures to various Outdoor formats in various environments. In total, nearly 15,000 observations notic-



ing of the display and its advertising were conducted. The results produced a powerful model that makes out of home the first medium to report audiences that notices the advertising on a display or its EYES ON commercial audience.

Data Analytics/Integration

Telmar is responsible for bringing all of this information together to produce TAB's EYES ON audience measurement system. It includes EYES ON audience estimates and reach and frequency for hundreds of separate demographics (including sex, age, race/ethnicity, income). EYES ON is available for each display in over 200 markets. The list outlines the suppliers and their core contribution.

- Peoplecount - traffic engineering and pedestrian modeling
- Mediamark Research (MRI) - Research instrumentation; Survey design and implementation
- Micromeritics - VAI: Production of video simulations and eye tracking expertise
- Perception Research Services (PRS) - VAI: Administration of eye tracking field tests and coding
- Marketing Accountability Partnership (MAP) - VAI: Model development and data diagnostics
- Telmar - Database architecture, modeling, data delivery

EYES ON ...
the true measure of Outdoor!
For additional details visit EyesOnRatings.com.