



THE BASICS



**Out of home media has a new audience
measurement system that reports its true value**

Available in 200+ markets with demographic ratings for nearly
400,000 bulletins, posters, junior posters, transit shelters, and other
street furniture throughout the United States

Why EYES ON?

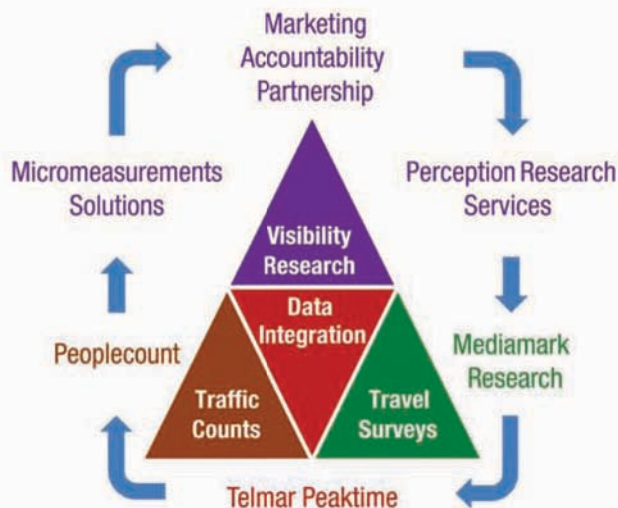
Out of home media has a new audience measurement system that reports its true value.

For over 75 years, out of home media buyers and sellers used DEC's, measuring only circulation, or the number of times people 18+ passed an out of home display in a day. EYES ON goes way beyond DEC-based measurement, becoming the advertising industry's first media measurement system that reports audiences who actually see your ads.

With the EYES ON media measurement system, out of home provides unit by unit demographic detail, a discriminating reach & frequency model, and audience metrics that are similar to, but a step beyond, those supplied by other media.

The Research Program

EYES ON is an integrated research program designed to meet the unique challenge of measuring out of home audiences. The specifications for EYES ON were set by advertisers, advertising agencies and media companies that comprise the membership of TAB, a not-for-profit audience research/auditing organization. The research design was created following an international review of best practices in out of home measurement.



A technical committee of media research experts provided oversight to an RFP process which selected six leading research organizations to work in collaboration. Their expertise included: survey research, traffic engineering, eye-tracking research, modeling, and data integration. Only the integration of multiple techniques and their data streams yielded the accurate, granular details (unit by unit ratings across the United States) that are essential for reporting the true value of an out of home audience.

The Numbers...A Step Beyond Other Media

While EYES ON reports audiences using metrics similar to other advertising media, EYES ON counts only the people actually seeing an ad. Other media count people who might have seen it. Here is an example of some of the measurements EYES ON will provide:

Anytown CBSA: Population: Adults 18+: 10,000,000						
	EYES ON Impressions (000)			EYES ON Ratings		
	Adults 18+	Men 25-54	Hispanics 18+	Adults 18+	Men 25-54	Hispanics 18+
Bulletin A	575.2	189.8	120.8	5.8	6.3	6.0
Bulletin B	624.6	249.8	149.9	6.2	8.3	7.5
Bulletin C	363.1	108.9	236.0	3.6	3.6	11.8

EYES ON Impressions

EYES ON Impressions are the number of eye-contacts people have with an out of home display.

Some facts about EYES ON Impressions:

- EOLs are based only on audiences who actually see your ads.
- EOLs are available for all major demographic audience segments including age, gender, race/ethnicity and income.
- EOLs are reported as **weekly** impressions versus DEC's which are daily measures.
- Unless identified as in-market EYES ON Impressions, EOLs may include impressions delivered to people living outside of the market.

Rating Points

Rating Points are the total number of in-market EYES ON Impressions delivered by an out of home display expressed as a percentage of that market's population. One rating point represents impressions equal to 1% of that population.

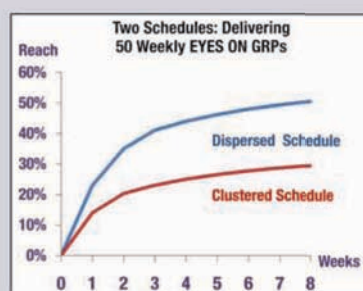
Rating Points include multiple impressions to a person and are a gross count of audience.

Some facts about EYES ON Impressions and Gross Rating Points:

- Total EOLs must first be reduced to the in-market EOLs of individuals who live in the defined market and are part of that market's population base.
- Market definitions (CBSA, DMA, Custom) must be clearly defined.
- Custom markets may be created using counties as a base.
- Only ratings for the same geography or market can be added to report total GRPs.

Reach & Frequency

Out of home's old reach & frequency model was incapable of showing the true value of various advertising campaigns. For example, geographically dispersed and clustered schedules with equivalent GRPs would have had the same reach. With EYES ON, the new R&F model considers not only the size of the campaign, but also market size and road infrastructure, media or campaign coverage in the market, and most importantly, audience duplication.



For the first time, out of home has a powerful R&F model that is sensitive to the geographic delivery of out of home advertising.

The ABCs of EYES ON

A Weekly Circulation Counts — People Passing

Weekly circulation counts are the foundation of the EYES ON measurement system. They provide a gross count of the people that pass each out of home display and have an opportunity to see the advertising. TAB collects traffic counts from departments of transportation at the local, county, and state levels. Peoplecount contributes the required traffic engineering expertise to translate the numbers into the average weekly traffic volume for the current year. Both vehicular and pedestrian¹ circulation are considered.

Separate counts are collected for each road segment from which an out of home display can be seen.

As the example below illustrates, each panel on a section of road, regardless of its size or position, will have the same volume of weekly persons passing it.

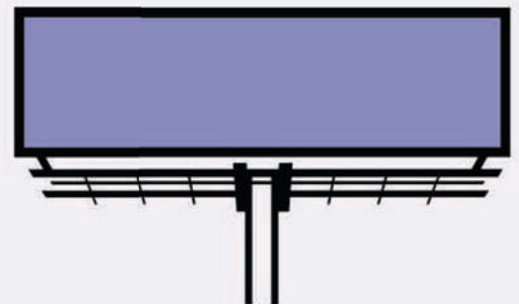
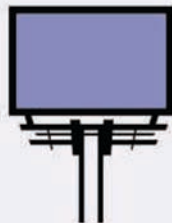
¹ Pedestrian circulation is available in New York, Los Angeles, Chicago, Philadelphia, Atlanta, San Francisco, and Dallas-Fort Worth.

B Visibility Adjustments — People Seeing

Three separate companies — Micromeritics Solutions, Perception Research Services, and the Marketing Accountability Partnership — worked together to create high quality video simulations of vehicular and pedestrian exposures to various out of home displays in various environments. In total, nearly 15,000 tests of people noticing displays and the ads on them were conducted using state of the art eye-tracking technology. The results were analyzed and modeled to generate EYES ON adjustments for all TAB inventory. These adjustments made out of home the first medium to report audiences noticing the advertising on a display, or its EYES ON commercial audience.

A. Weekly Circulation:	840,000
B. Visibility Adjustment:	x .35
Adults 18+ EOs	294,000
C. Demographics	
Women 18-49	88,000
Men 25-54	107,500
Hispanics 18+	76,100
Income \$150K+	52,400
ETC.	

A. Weekly Circulation:	840,000
B. Visibility Adjustment:	x .55
Adults 18+ EOs	462,000
C. Demographics	
Women 18-49	138,000
Men 25-54	168,000
Hispanics 18+	119,000
Income \$150K+	81,800
ETC.	



A. Weekly Circulation:	840,000
B. Visibility Adjustment:	x .75
Adults 18+ EOs	630,000
C. Demographics	
Women 18-49	189,000
Men 25-54	230,000
Hispanics 18+	163,000
Income \$150K+	112,000
ETC.	

The key factors that determine the likelihood that a display and its advertising will be noticed include:

- Format
- Display Size
- Roadside Position
- Angle to the Road
- Street Type
- Distance from the Road

In the illustration, a visibility adjustment is applied to the weekly circulation of each display. Displays on the right receive a lower adjustment than displays of similar size on the left side of the road. Large displays also receive a lower adjustment than small displays. Visibility adjustments will range from .35 to .70 for the majority of out of home displays. Some displays, based on their characteristics, may have adjustments near 1.0, where others will have adjustments near .10.

C Trip Surveys — Demographics and Reach & Frequency

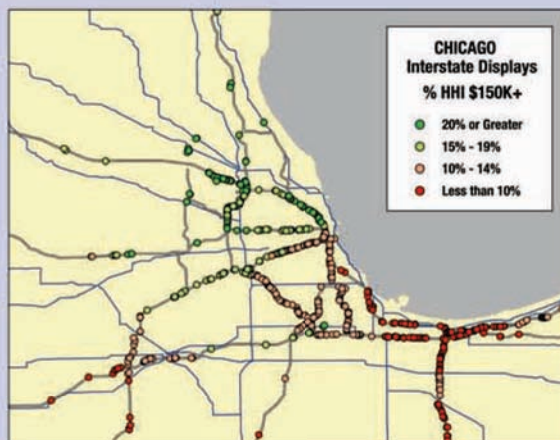
EYES ON uses travel information from the U.S. Census Bureau and other governmental sources that report trips to work and other trips from each census tract (neighborhoods) to others. This rich data source allows TAB's data integration team to generate millions of trips in all markets across the country.

Mediamark Research (MRI) conducted approximately 50,000 travel surveys in 15 markets. The purpose of these surveys was to collect detailed information about trips, their purposes and modes of transportation in order to supplement trip information derived from the census surveys.

This survey information provides the data required for reporting the audience demographics, in-market vs. total audiences, and trip duplication required for reach & frequency.

EYES ON provides powerful insights in markets of all sizes

EYES ON works in small neighborhoods and across large markets. In this example, EYES ON shows that displays on Interstates feeding into Chicago have different upper income profiles. Notice how the percent composition of upper income adult changes on displays as each Interstate picks up travelers from surrounding neighborhoods.



Don't just look for the TAB EYES ON tag...



DEMAND IT!

For the first time, out of home media has credible audience metrics that are comparable to other media. EYES ON provides a solid foundation for buyers and sellers.

Now when you see proposals with the TAB EYES ON Audience Estimates tag you can use them with confidence.

What sourcing TAB EYES ON means

The media company presenting the information has supported the development of a sound and credible audience measurement system.

The numbers are consistent with those being used by other members of the TAB.

For the first time, you can integrate audience information across vendors to assess a campaign's impact in a market.

You are using numbers that can be integrated into multi-media planning and media mix models.

You are using the only audience metrics based on people who actually see your ads.

For additional details visit
eyesonratings.com home of:



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