

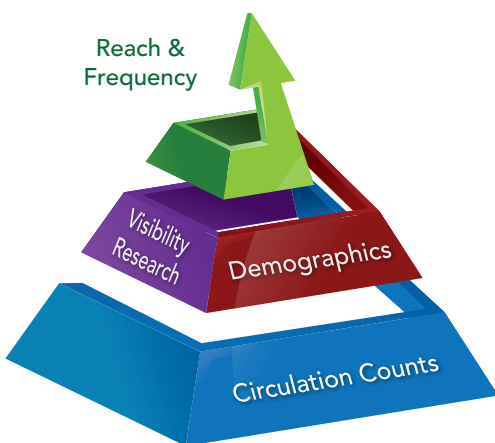
# THE EYES ON RESEARCH PROGRAM



What should you know about the research behind the new EYES ON measurement system?

The research was designed to provide Out of Home media with credible audience ratings and other metrics necessary to be compared to and effectively compete with measured media: numbers that Out of Home has lacked for many years.

This was achieved by an innovative and sophisticated research program specifically designed to measure audience who actually see advertising on Out of Home media throughout the country.



## A COLLABORATIVE EFFORT

Measuring Out of Home is different from traditional media research. It requires a diverse set of expertise including traffic engineering, traditional survey research, eye-tracking, and sophisticated modeling. A group of leading research companies participated in building the EYES ON system: an effort conducted with the oversight of an independent technical committee comprised of experts in media research.

## EYES ON SPECIFICATIONS

1. **Scope:** Out of Home vendors, agencies and major advertisers determined that Out of Home's new measurement system would need to consistently and cost effectively measure approximately 400,000 unique Out of Home units in every market in the United States.
2. **Granularity:** Because of the nature of Out of Home, its new measurement needed to have all metrics and ratings available on a panel by panel basis so that audience measures could be provided for a specific unit of inventory or campaign.
3. **Demographics:** Out of Home's new measurement needed the same demographic data as other media. These include age, income, gender, race and ethnicity.
4. **Geographic Sensitivity:** Out of Home's new measurement system needed the ability to examine delivery, including reach & frequency, based on the geographic dispersion of Out of Home units and their audiences.
5. **Commercial Audience:** Industry leaders agreed to take Out of Home further than any other media by being the first to offer true commercial ratings of people who see advertising.
6. **Expandability:** EYES ON would need to be expandable to additional Out of Home formats based on marketplace demand.

## THE BUILDING BLOCKS OF EYES ON

Four independent areas of research were required to deliver these specifications. These became the four building blocks from which EYES ON Ratings were developed.

1. **Circulation:** Starting with the collection of traffic counts from departments of transportation, TAB then refines these to provide a measurement of circulation or the number of people who have and opportunity to see an Out of Home unit.
2. **Visibility Research:** An extensive visibility research program including experts in the fields of travel simulation, eye tracking and data modeling was used to move beyond opportunity-to-see, as provided by other media, to an audience measure of people who actually see the ad.
3. **Demographics:** Census data & trip surveys were then used to model millions of trips to provide the demographic characteristics of the people that pass each panel.
4. **Reach & Frequency:** Trip origins and destinations were an essential component of the research that makes EYES ON the first measurement system capable of providing a geographically sensitive reach and frequency model.

## BUILT ON A SOLID RESEARCH FOUNDATION

EYES ON's integrated research method was the best way to achieve all objectives accurately and cost effectively. EYES ON can be updated as circulation numbers, new inventory, and changing specifics regarding inventory become available and can be adapted to new types of inventory and new advances in any one of the areas of the program.

