

VISIBILITY RESEARCH PROGRAM



Why is Out of Home's new audience measurement system named EYES ON?

Because it is the first, among all media, to provide commercial audience measures of people who actually see advertising.

This was achieved through a sophisticated and exhaustive research program conducted for TAB by three leading experts in the fields of visibility research.



KEY COMPONENTS AND THE EXPERTS INVOLVED:

1. High quality, high definition videos of driving and pedestrian exposures were created by Micro-measurements, Inc.
2. Eye tracking research was conducted by PRS (Perception Research Services): a leader in the field.
3. Results were analyzed by MAP (Marketing Accountability Partnership) to develop the VAI model.

THE GOAL AND KEY CONCEPTS

TAB's visibility research program was designed to determine the portion of people who pass an Out of Home advertising unit and actually see its advertising. More precisely, it was designed to determine how a unit's format, size, road type/speed, road side, angle to the road and distance to the road effect the likelihood that the advertising will be noticed.

The creative elements of an ad (e.g. colors and shapes) also significantly contribute to a unit's noticeability. Hundreds of ads were used in the study so EYES ON results are based on average creative and provide measures of the impact of media units themselves and not variations in creative designs.

THE VISIBILITY RESEARCH PROGRAM

In order to get statistically sound results, 600 participants from ten different markets logged nearly 30,000 unique observations of vehicle or pedestrian exposures to Out of Home units. High definition videos were filmed in New York, Chicago, Hartford and Phoenix to account for the wide variety of roadways in which Out of Home is experienced throughout America.

The eye tracking technology used was unobtrusive, yet capable of capturing noticing down to a fraction of a second. The participants, who did not know the study related to Out of Home advertising, sat in front of a wide screen that displayed units at different angles and distances from the center of the road. Unencumbered by head gear or glasses, participants had a full range of motion to explore and view all of the naturally competing stimulation (e.g. traffic) that is part of the driving experience.

The impact of various factors were then considered in a model to produce Visibility Adjustment Indices that could be applied to the hundreds of thousands of Out of Home panels in America.

VISIBILITY ADJUSTMENT INDICES

The results of the visibility research program are Visibility Adjustment Indices (VAIs). A unit's VAI adjustment is the portion of people who pass the unit who are likely to see its advertising. VAIs are the statistical conversion factors that are applied to weekly circulation measures (number of times people have an opportunity to see an Out of Home unit in a week) to produce EYES ON Impressions (number of times the unit and its advertising are noticed).

EYES ON Impressions (EOIs) are audience estimates. VAI adjustments are factors used in conjunction with weekly circulation to calculate audience. Thus, they are already factored into EYES ON Ratings and have no direct role in the Out of Home buy/sell process.

WHAT VISIBILITY RESEARCH BRINGS TO EYES ON:

- Out of Home advertising's historical dilemma has been that its audited circulation counts were so large that agencies often needed to discount these numbers to align them with the audience delivery of other media.
- Out of Home units have new quantitative measures that help prove their individual value to the customer.
- EYES ON makes Out of Home the only medium with measures of audiences who actually see its advertising.