



Integrated Research Program

What are the research basics of EYES ON?

EYES ON audience measurement was derived from a review of the “best practices” in Out of Home measurement around the world. It is specifically designed to deliver the following requirements:

- Separately report audiences for each of the nearly 500,000 units of inventory across our membership,
- Report those audiences using the same demographics available and used by other media,
- Provide the same audience measures across all 200+ markets, and
- Report audiences of people who notice ads (commercial audience) rather than merely passing a board.

EYES ON employs an integrated audience measurement system.

An integrated measurement system employs multiple data sources rather than merely relying on a single source (e.g. a TV diary). Integrated measurement becomes necessary when media fragmentation and distribution make the use of a single method impractical, or unsound.

There are four basic components of the EYES ON research program:¹

1. Site-centric vehicular and pedestrian traffic counts.

Traffic counts are the foundation of the system. Traffic counts, collected from DOTs around the country, provide fair and accurate counts of traffic circulation (volume) passing the units. Pedestrian volume is being added into the new system.

2. Travel Surveys

Travel surveys provide demographic composition and input for reach and frequency. TAB conducted over 50,000 travel surveys in 15 markets. This supplements trip information available in all markets from the Bureau of Census (e.g. Journey to Work data).

3. Visibility Adjustments

TAB's VAI study uncovered the relationship between OOH formats and locations and the likelihood that the units and their advertising will be seen. This ground-breaking component allows EYES ON to be the first measurement system that reports people who are actually noticing the units rather than those merely passing them.

4. Data Analytics

Data analytics bring all of this information together to produce EYES ON impressions and ratings in over 200 markets.

¹ For more detailed information about each of the integrated components go to eyesonratings.com