



Major Enhancements of EYES ON vs. DEC

EYES ON Enhancements	Old DEC Based System	New Value/Benefits
Commercial audiences noticing ads.	<ul style="list-style-type: none"> • Circulation representing all people passing ads. 	<ul style="list-style-type: none"> • Meaningful measures of audience that advertisers want. • Removes the need to discount larger circulation counts (DECs). • Increased credibility.
Includes vehicular and pedestrian traffic (in selected markets).	<ul style="list-style-type: none"> • Did not include pedestrian traffic. 	<ul style="list-style-type: none"> • A complete measurement of the audience. • More accurate reporting of urban inventory.
Unit of Reporting: Average Week.	<ul style="list-style-type: none"> • Unit of Reporting: Average Day. 	<ul style="list-style-type: none"> • Reporting utilizes the standard unit of time used by advertisers for multimedia planning.
Demographic audiences vary on a unit by unit basis.	<ul style="list-style-type: none"> • No unit by unit demographics. • All plants and units had same demographic profile. 	<ul style="list-style-type: none"> • Uses the same demographics audience segments reported by other media. • Unique demographic delivery of a panel or campaign can be assessed. • Ability to profile "high value" demographic audiences. • Ability to build campaigns targeted to specific demographic targets of interest to advertisers.
Demographics based on people passing units; not just the characteristics of the unit's neighborhood. Measures reflect trip origins.	<ul style="list-style-type: none"> • Measured total volume without any discrimination. • Assumed audience composition was the same across all inventory. 	<ul style="list-style-type: none"> • Provides audience composition based on people passing units; not from the neighborhood. • Ability to calculate rating points passed on people passing the panel who live in the defined market (essential for calculating rating points).
Reach & Frequency reflects trip duplication across inventory.	<ul style="list-style-type: none"> • Reach & Frequency did not consider trip duplication. 	<ul style="list-style-type: none"> • Considers the impact of the geographic dispersion of displays in an ad campaign. • Geographic dispersion and travel patterns fully reflected in schedule reach and frequency.