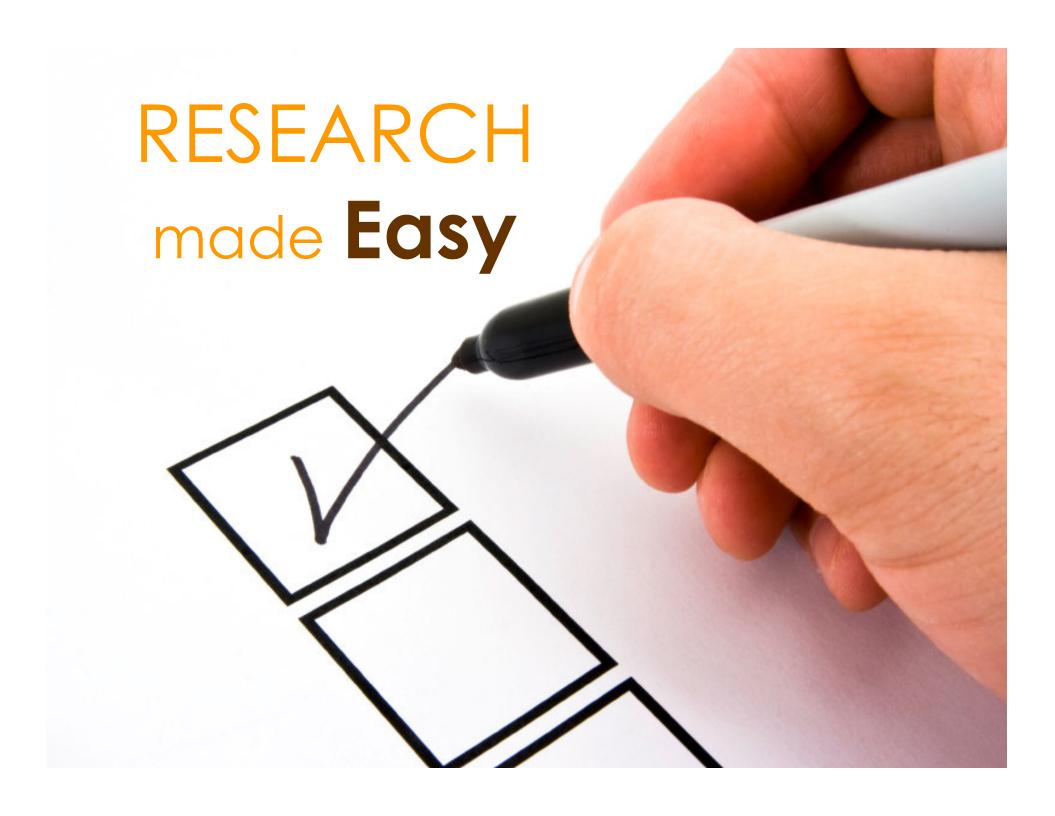
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A new Digital Out-of-Home Audience Measurement service from





NEW Digital Out-of-Home Audience Measurement Service

- Consistent with OVAB guidelines
- Robust audience insight
- Quick turnaround
- Easy and Affordable





METRICS for Digital OOH

Presence

On-site counts + Venue data

Notice/Dwell Time

Audience surveys





INSIGHT for Digital OOH

- Demographics
- ✓ Media acceptance
- ✓ Frequency
- ✓ Interaction/participation





ONE Easy Package

- √ 1,000 audience interviews
- √ 150 hours of venue counts
- ✓ 20 venues
- ✓ 3 markets
- 2 month turnaround
- ✓ One low price: \$39,800





DELIVERING Results

- ✓ Expresso™ Summary Report
- ✓ Detailed Technical Report
- AUA (Average Unit Audience) metrics
- ✓ OVAB Disclosure (for members)







Proven track record...

- √15 years in OOH research
- ✓ 8 audited methodologies
- √ 1 award for research





EXPERTS in OOH Metrics:

- Place-Based Media metrics
- Pedestrian traffic
- ✓ Intercept surveys
- ✓ Transit Media metrics
- ✓ Vehicle Traffic studies





Questions?

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