



Outdoor Audience Measurement under Global Guidelines on OUT- OF-HOME Audience Measurement

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the ESOMAR Global Guidelines on OUT-OF-HOME Audience Measurement

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Objective

- Provide worldwide industry guidelines for OOH audience measurement
- Provide a consistent set of international standard definitions for key elements of the measurement
- Recommend minimum data which should be provided to users
- Provide a clear statement of operating principles and describe best practice
- Encourage international harmonisation, methodological consistency and experimentation
- Improve
 - Accuracy
 - International comparability of audience measurement data
 - Across OOH formats and other media currencies

Scope



- Clear principles and best practices of media research
- Potential structures for organization, control and funding
- Identification of the relative complexity of OOH measurement techniques
- Clear definitions for OOH measurement components
 - Formats ideally measured & contact definitions
- Guidance on the techniques for travel survey element of the system
- Survey and sampling issues particular to OOH
- Panel geography and positioning
- Reach and frequency modelling

Visibility Adjusted Contact

- Presence in the vicinity of a poster, even if qualified as a passage past a poster is not a sufficient contact definition for the OOH medium
- A measurement of actual contact with the panel (looking at) is recommended
- This is a tighter definition (of ad exposure) than it is common in other major media measurements
- In principal visibility adjustment may take several forms
- It is not the purpose of the guidelines to dictate method
- In practice however there is a growing global uniformity around eye movement research
- Visibility algorithms are developed based upon the prominence of advertising panels within the environment
- Currency: VAC

Setup and Funding

- Global Guide Lines on OOH Audience Measurement were published in 2009 by ESOMAR
- Right after that OOH Measurement was brought into discussion in the Board of IAA (Serbian Chapter) with the goal to set up a Joint Industry Committee in order to have a intermedia JIC – as it is one of the suggested options in the global guidelines
- Due to the economic situation and other various factors, nobody participated
- In the need of metrics, Alma Quattro then decided to fund IPSOS to conduct a study. Supplier's own service is explicitly permitted under the global guidelines as well. Again, nobody of the other stakeholders contributed to the study

International Expertise



- Due to the fact that there was no independent body, such as a technical committee, IPSOS and Alma Quattro demanded an international expert to join in the project
 - to bring in the knowhow and experience
 - to independently ensure that the study meets the standards of the global guidelines
 - to ensure that it fits to the local market and
 - that it complies with academic and transparency requirements
- Alma Quattro contracted a member of the steering committee and the technical committee of the global guidelines

Compliance with Global Guidelines

- Funding: Supplier's own service (IPSOS / Alma Quattro)
- Population measured: Belgrade and Novi Sad
- Movement measured: (Car, on foot, motorcycle, bus, tram, etc.)
- Survey: Travel diaries (nine days including two weekends)
- Sample size and sampling (Belgrade: 1266; Novi Sad: 492)
- Geocoding of panels and characteristics
- Visibility Adjustment (Angle, speed, distance, height, complexity, scroller, eccentricity) & contact classes
- Reach and frequency calculation
- Data delivery and reporting (VAC, reach, OTS, GRP, CPM, CPP, demographics, etc.)

Future Setup and Development

- Hopefully the new study will raise interest in participation among the stakeholders
- For the future development, open to set up a technical committee/JIC with experts in media research among stakeholders
 - to transparently lay open the current study
 - to receive their input for the future milestones such as integration of traffic counts into the model when available
 - agreeing on a joint funding

Data Delivery



- Currently access to the tool only to the those who participate in the funding
- Alma Quattro committed to provide metrics on OOH campaigns level to their clients
- If other stakeholders will participate in the funding following potential options need to be specified and agreed upon:
 - Integration of other media owners
 - Panel based data delivery after traffic counts become available and are integrated in the model
 - Access to the planning software for the funding partners

Thank you very much for your kind attention!

Swiss Poster Research Plus Ltd.

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