

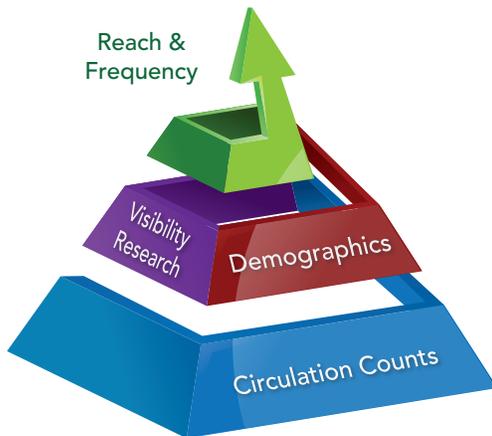
THE RESEARCH PROGRAM



What should you know about the research behind the TAB audience measurement system?

The research was designed to provide out of home media with credible metrics necessary to be compared to and effectively compete with other measured media: numbers that out of home has lacked for years.

This was achieved by an innovative and sophisticated research program specifically designed to measure audiences who actually see advertising on out of home throughout the country.



A COLLABORATIVE EFFORT

Measuring out of home is different from traditional media research. It requires diverse expertise including traffic engineering, survey research, eye-tracking and sophisticated modeling. A group of leading research companies participated in building the ratings system including Perception Research Services, Marketing Accountability Partnership, Micromeritics Solutions, Mediamark Research, Peoplecount, Audience Data Solutions and Telmar Peaktime.

BUILT ON A SOLID RESEARCH FOUNDATION

TAB's integrated research method is the best way to achieve all objectives accurately and cost effectively. TAB ratings can be updated as circulation numbers, new inventory and other changes become available and can be adapted to new types of inventory and new advances.

❖ SPECIFICATIONS

1. **Scope:** Out of home vendors, agencies and major advertisers determined that out of home's new measurement system would need to consistently and cost effectively measure approximately 400,000 unique out of home units in every market in the United States.
2. **Granularity:** Because of the nature of out of home, its new measurement needed to have all metrics and ratings available on a panel by panel basis so that audience measures could be reported for a specific unit of inventory or campaign.
3. **Demographics:** Out of home's new measurement needed the same demographic data as other media, including age, income, gender, race and ethnicity.
4. **Geographic Sensitivity:** Out of home's new measurement system needed the ability to examine delivery, including reach & frequency, based on the geographic dispersion of out of home units and their audiences.
5. **Commercial Audience:** Industry leaders agreed to take out of home further by offering true commercial ratings of people who actually see advertising.
6. **Expandability:** TAB Out of Home Ratings would need to be expandable to additional out of home formats based on marketplace demand.

❖ THE BUILDING BLOCKS OF TAB OUT OF HOME RATINGS

Four independent areas of research were required to deliver these specifications. These became the four building blocks from which TAB ratings are developed.

1. **Circulation:** Starting with the collection of traffic counts from departments of transportation, TAB then refines these to provide a measurement of circulation or the number of people who can potentially to see an out of home unit.
2. **Visibility Research:** An extensive visibility research program including experts in the fields of travel simulation, eye tracking and data modeling is used to move to an audience measure of people who actually see ads.
3. **Demographics:** Census data & trip surveys are then used to model millions of trips to provide the demographic characteristics of the people that pass each panel.
4. **Reach & Frequency:** Trip origins and destinations are an essential component of the research that makes it the first measurement system capable of providing a geographically sensitive reach and frequency model.

TAB Out of Home Ratings