

REACH & FREQUENCY



Before TAB Out of Home Ratings, the industry did not have a reach & frequency system that was geographically sensitive to the distribution of the audience actually seeing specific out of home advertising campaigns. This powerful innovation allows both buyers and sellers to evaluate and leverage one of the medium's greatest assets.

Reach is the number of people who actually see an ad in an out of home campaign. It is usually expressed as a percent of the population in a defined market (e.g. 65% of males 25-54). Frequency represents the average number of times each individual was exposed to the ad (e.g. males 25-54, who saw the ad, did so an average of 12.5 times).

DEVELOPING REACH & FREQUENCY FOR INDIVIDUAL PANELS

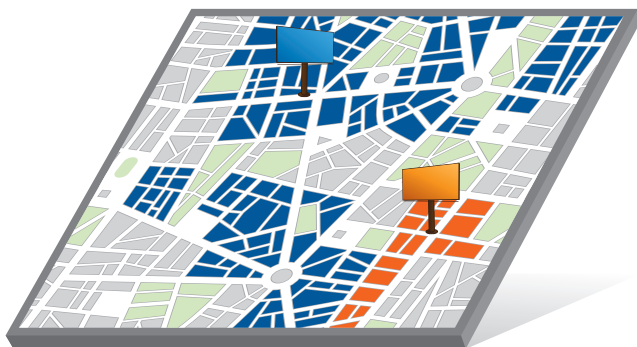
It took an innovative research design to insure the system could deliver these powerful new metrics. The starting point was to calculate reach & frequency on a panel by panel basis:

The first step was to determine the actual number of trips of people passing each panel along with the origin for each trip and the demographic characteristics of the people who are passing. These trips were generated from information gathered from government sources as well as 50,000 surveys specifically conducted for the TAB.

From this trip information our statistical experts were able to calculate the weekly and monthly frequencies of trips and weekly and monthly coverage for the number of unique people passing (but not necessarily seeing) each panel.

Then, the panel's visibility factor (VAI score) was applied so that reach and frequency is based on people seeing the ad not merely passing it.

Reach and frequency can then be calculated over any length of time important to the advertiser. An important point: the higher a panel's VAI score the faster and closer the reach will get to the coverage of the panel (or campaign).



	Weeks = 4 GRPs = 25 Reach = 15% Frequency = 1.7		Weeks = 4 GRPs = 10 Reach = 3% Frequency = 3.3
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The blue panel is located on a highway that reaches many different people traveling from many different areas in the market. The orange panel is located on a local road that reaches people in its neighborhood more frequently.

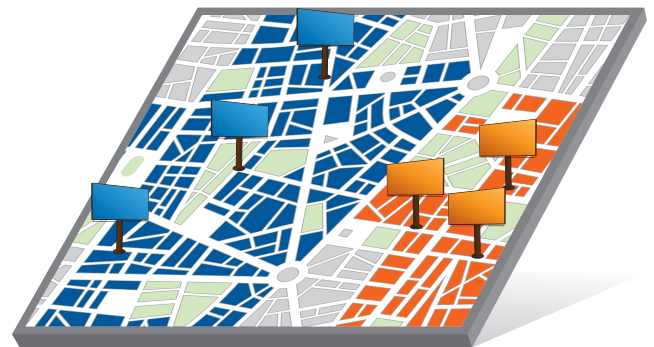
DEVELOPING REACH & FREQUENCY FOR ANY GROUP OF PANELS

TAB's reach & frequency system has the ability to build reach & frequency for any group of panels or ad campaign:

When 2 or more panels comprise a schedule. The panel with the highest reach is considered first.

Then, each additional panel is put into the model. Each new panel's exclusive reach is then compared to the net reach of the prior panel(s) based on origin of its audience's trips based on census tracts.

Each panel's exclusive reach is added to the campaign until the reach for the full set of panels in the campaign is determined.



	Weeks = 4 GRPs = 100 Reach = 40% Frequency = 2.5		Weeks = 4 GRPs = 100 Reach = 20% Frequency = 5
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The blue schedule has a higher reach because it is derived from more trips from more people in a wider area that ultimately provides less duplication between its panels than the orange schedule.

TAB ratings provide two reach & frequency tools that allow reach & frequency to be examined on a scale that matters most to the user. Market average reach & frequency is used by planners and is derived from average schedules in the market. Panel-by-panel reach & frequency is primarily used by buyers and sellers to assess the specific value that actual schedules can deliver.