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Audience Fundamentals

- **Audience** is the evidence of content broadcast in a given media outlet multiplied by the exposure time each individual is subjected to the message.
- **Audience in Out of Home (OOH)** refers to the public reached by advertisements displayed in public places, outside their homes.



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Accuracy and References

- Global Bases:
 - 1) **Making Measurement Make Sense (3MS)** from ANA, 4A's, IAB: that establishes the concept of Viewable Impression
 - 2) **MRC Out-of-Home Measurement Standards**: distinguishes the metrics of Opportunity-to-See (OTS) and Likelihood-to-See (LTS)
 - 3) **Global OOH Audience Measurement Guidelines from WOO and ESOMAR**: measures truly viewed impressions (Visibility Adjusted Contacts – VAC)



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Transformation of IDs into People

- The methodology of counting traffic via sensors or other devices includes visibility studies of individuals in front of the OOH piece that displays content in both external and internal environments
- It cross-references collection data of encrypted sensors (unique IDs) with 3rd Demographic Data to transform it into Individual Person Audience (AIP)



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Deterministic Audience

- The total number of people counted as traffic is measured in relation to the proximity of the advertising piece
- The exposure time to the message is captured by the sensor device and translated as Dwell Time
- The Dwell Time x VAC Factor, applied using the Route methodology (an OOH Metrics Institute based in the UK), defines the OOH audience



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Standardized OOH Audience Metric

- **Total Traffic (Gross Audience)**: Includes all individuals detected by the sensor, whether they are looking at the ad or have their backs turned to it;
- **Unique Traffic (Net Audience)**: Excludes individuals detected by the sensor who are within the Visibility Cone but have their backs turned to the OOH media equipment or are at angles that do not allow reasonable visibility;
- **Visible Impressions**: All impressions that are available to be viewed by an individual during their journey are counted as visible impressions;
- **Viewed Impressions (Impacts)**: Viewed Impressions (or Impacts) are those whose field of vision includes the ad for at least one second and who saw it, or could have seen it, at any moment (OTS);
- **Reach**: The total number of unique individuals who were impacted by the advertising message over a period of OOH media placement;
- **Frequency**: The total number of times an individual was exposed to the same advertising message during a period of OOH media placement;
- **Gross Rating Point (GRP)**: A factor that multiplies Reach by Frequency, serving as a benchmark for the total advertising effort over the course of the OOH advertising campaign.



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