

# Kinetic View

Eyes On-Traditional OOH Audience Measurement  
May 2010



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reach the moving world

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Kinetic is excited to welcome the arrival of Eyes On, the traditional outdoor industry's new audience measurement system. After years in development, the Traffic Audit Bureau (TAB) officially released the ambitious new currency at the beginning of 2010. The new measurements are available for media inventory in traditional formats nationwide held by owners who are TAB members.

## What's so unique?

Eyes On is a hybrid system that integrates vehicular and pedestrian traffic data, empirical visibility studies, and travel and destination surveys to provide more robust and credible measures of audience. In so doing, it **changes the measurement of traditional outdoor media audiences in a number of ways.**

By assessing the visibility characteristics of specific units, Eyes On is unique amongst media currencies in that it shifts the benchmark from opportunity to see (OTS) to **likelihood to see** – which Stephen Freitas of the Outdoor Advertising Association of America has likened to moving from program ratings to actual commercial ratings in television.

Eyes On also accurately reflects the **make-up of specific sites' audiences**, in terms of age, household income, ethnicity, etc. – replacing

estimates based on averages that did not help in differentiating the audience characteristics of particular boards.

Lastly, Eyes On introduces metrics like **ratings, reach, and frequency** unique to each schedule and is formulated on a **weekly basis**. These are both attributes which will allow for more direct comparison with other channels.

## Why is it important?

The creation of this new media currency has been an enormous and expensive undertaking, and Kinetic fully supports the media owners, the TAB, and the Outdoor community in these efforts. As with most media currencies, the

investment has been principally borne by media owner members of TAB. However, as the largest single point of buying for OOH media in the US, Kinetic has played a substantive role in the development and funding of Eyes On – both through

advocating from positions on numerous TAB committees and the Board of Directors, as well as by contributing funding through agency membership dues and data subscription fees.

Why? Eyes On will enable **smarter planning and buying** and engender more quantifiably compelling arguments for advertising expenditure in traditional outdoor media.



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The aim is to promote the further evolution of the channel and enable a virtuous cycle that might finally permit OOH media in the US a **portion of total media investment commensurate with its contribution in reaching audiences.**

Eyes On will allow:

- Advertisers to better quantify audience delivery and compare OOH with other channels
- Agencies to more effectively advocate for OOH budgets and spend those budgets more efficiently
- Media owners to better demonstrate the value of the now more accountable medium

A media currency is only as strong as the inventory it covers. The inventory of media owners that do not belong to TAB cannot receive Eyes On metrics, which makes it difficult to assess and compare the value of that inventory with that of member plants. To realize the full potential of Eyes On, it's **important that all media owners participate.**

## How can it be applied?

The data has only been available since the beginning of the year and reporting and analytic features of tools are still being refined, but the initial findings have been interesting. For example, based on the data now available on the audience composition of specific sites, neighborhood skew in factors such as ethnicity and income can be discerned.



This is only logical, but Eyes On delivers hard evidence to substantiate educated guesses, assumptions, and rules of thumb. This will allow **more precise targeting and site selection based on travel patterns rather than residence statistics.**

While the current preferred metric that Eyes On supplies is A18+ impressions – or the more precise impressions for target audiences resident within the geography – information such as schedule-specific reach will start to change the way the medium is planned, and will no doubt later also affect the way it is bought (conceivably supplanting showings with ratings and reach / frequency targets).

It is true that the deployment around the world of media currencies that similarly account for visibility has sometimes led to discontinuities between legacy and revised estimates of reach, frequency, and CPMs. However, such markets have also seen positive growth in advertising expenditure as the **benefits of credible and actionable data encourage advertisers to trust and exploit the medium.**

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## What comes next?

Realizing the full benefits of Eyes On will take time. The industry is now in the process of transitioning from the legacy currency of moderated traffic counts (DECs) to Eyes On Impressions (EOIs). Comprehensively integrating this new data into planning and buying process will likely consume the balance of 2010 for the buy- and sell-sides of the industry. In the meantime, at a minimum Eyes On data can be used to more accurately assess delivery against media targets and optimize plans accordingly.

The industry has invested in Eyes On not simply to demonstrate the true tactical efficiency of OOH, but with the ambition to grow the overall budgets apportioned to the OOH channel. It is our view that a next major step should be to see that the Eyes On data are **incorporated within cross-media channel planning systems.**

The industry needs to work simultaneously on the technical, commercial, and educational dimensions of this challenge, encouraging the companies that develop such planning systems while providing for widespread education of channel planners to ensure capable application of the data.

Kinetic is very excited about the prospects for this traditional outdoor media's new currency and we look forward to seeing it used to maximum effect.

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