



Advancing Digital Out of Home Measurement



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New Digital Outdoor Measurement



MARKET



365 DAYS



- Multi-directional vehicular traffic counts
 - Intersection flow data
 - Modelled and spot location pedestrian counts
 - Visibility zone determined for each face
 - Speed and distance used to calculate dwell time
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- Vehicle occupancy
 - Screen specific in-market impressions
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- Hourly, daypart, weekday impressions
 - A formula will allow user to select different loop lengths and # of spots to determine impressions



Reach
Frequency
Mapping
RFI



- Audience profiles created by linking mobile location data to home neighbourhood, demos, product data & segmentation clusters

- Location and market level audience data including Reach/Frequency & mapping capabilities integrated into new COMMB Media Suite.
- Planners can communicate directly with operator

New Digital Place-Based Measurement



- Entrance and area counts
- Adjusted by venue type, seasonality & other network specific factors

- Dwell time by venue and screen location
- Audience impressions reported at both the screen and spot level



- Audience profiles created by linking mobile location data to home neighbourhood, demos, product data & segmentation clusters



Reach
Frequency
Mapping
RF



- Venue and market level audience data including mapping capabilities integrated into new COMMB Media Suite
- Planners can communicate directly with operators



THANK YOU.

Advancing Digital Out of Home
Measurement