



**TORONTO
CONGRESS 2022
May 25 - 27**

Connect, Celebrate and Elevate the World of Out of Home

Realising the value of DOOH through Audience Measurement

Neil Eddleston – Runor
&
Gideon Adey - GUROOH

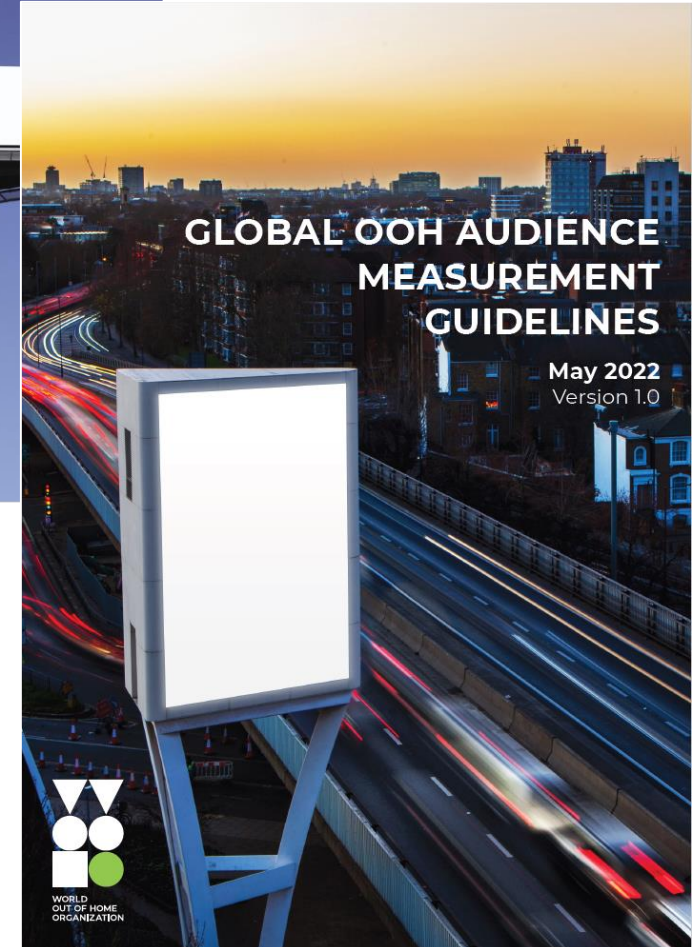


Realising the value of DOOH through Audience Measurement

- Audience measurement delivers
 - Sector growth
 - Trading currency
 - Value against other media
 - Trust and accountability

Global Guidelines for OOH Audience measurement

- WOO Global Collaboration
 - 11 Audience measurement bodies
 - 2 International Media Owners
 - 2 International Media Buyers
- Building upon the 2009 ESOMAR guidelines



A world map with a blue and white globe in the background. Countries are highlighted in two colors: green and yellow. Green highlights include Canada, the United States, the United Kingdom, Ireland, Sweden, Finland, Australia, New Zealand, and South Africa. Yellow highlights include Brazil, China, and Argentina. A semi-transparent white box with the text 'WOO Global Collaboration' is centered over the map.

WOO Global Collaboration

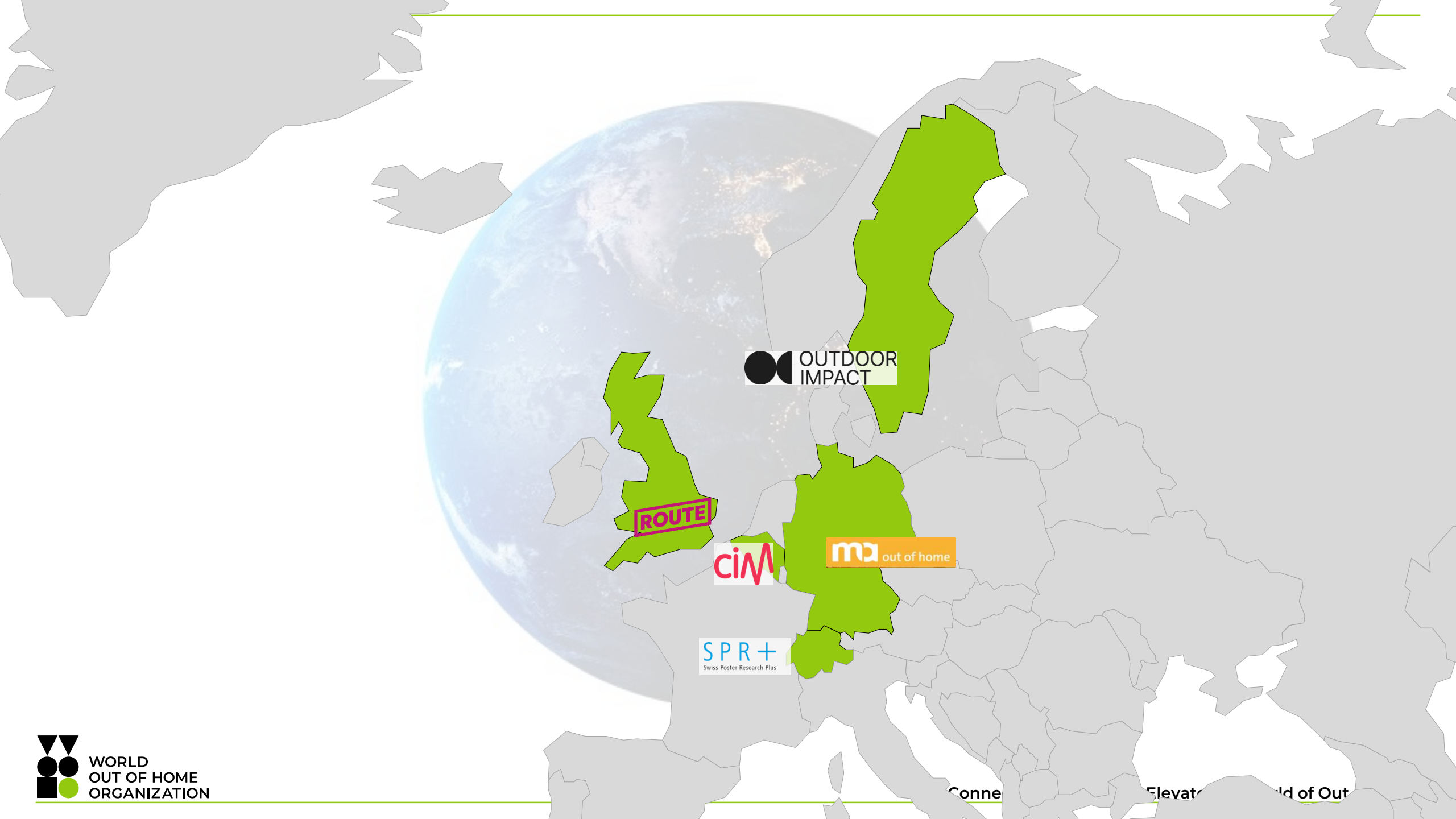


OMA MOVE
Measurement of Outdoor Visibility and Exposure

Calibre



Live
Board



OUTDOOR
IMPACT

ROUTE

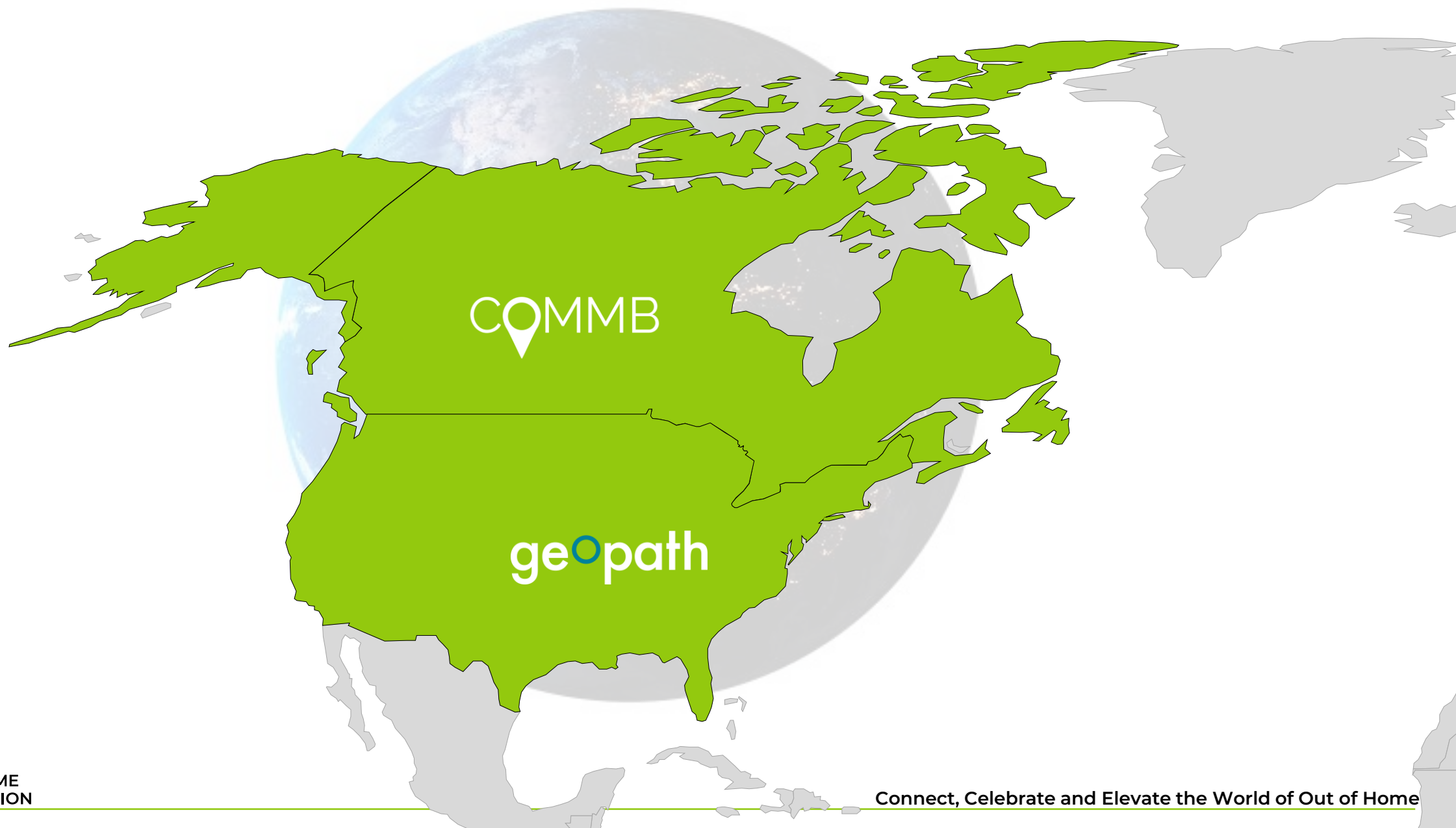
cim

ma out of home

SPR+
Swiss Poster Research Plus







A world map with a blue and white globe background. Several countries are highlighted in green: Canada, the United States, the United Kingdom, Ireland, Sweden, Finland, Japan, Australia, and New Zealand. Other countries are highlighted in yellow: Brazil, Argentina, China, and South Africa. The rest of the world's landmasses are in light gray.

Global OOH Audience Measurement Guidelines

Global OOH Audience Measurement Guidelines



- Approach and Principles
- Measurement Requirements
- Global Measurement Approaches
- Measurement Definitions
- Links to contributors and documentation
- Published as an e-book

Realising the value of DOOH through Audience Measurement

- 
1. Developing for DOOH
 2. Addressing Contemporising of Data
 3. Building for Cross Media Measurement

Realising the value of DOOH through Audience Measurement

1. Developing for DOOH

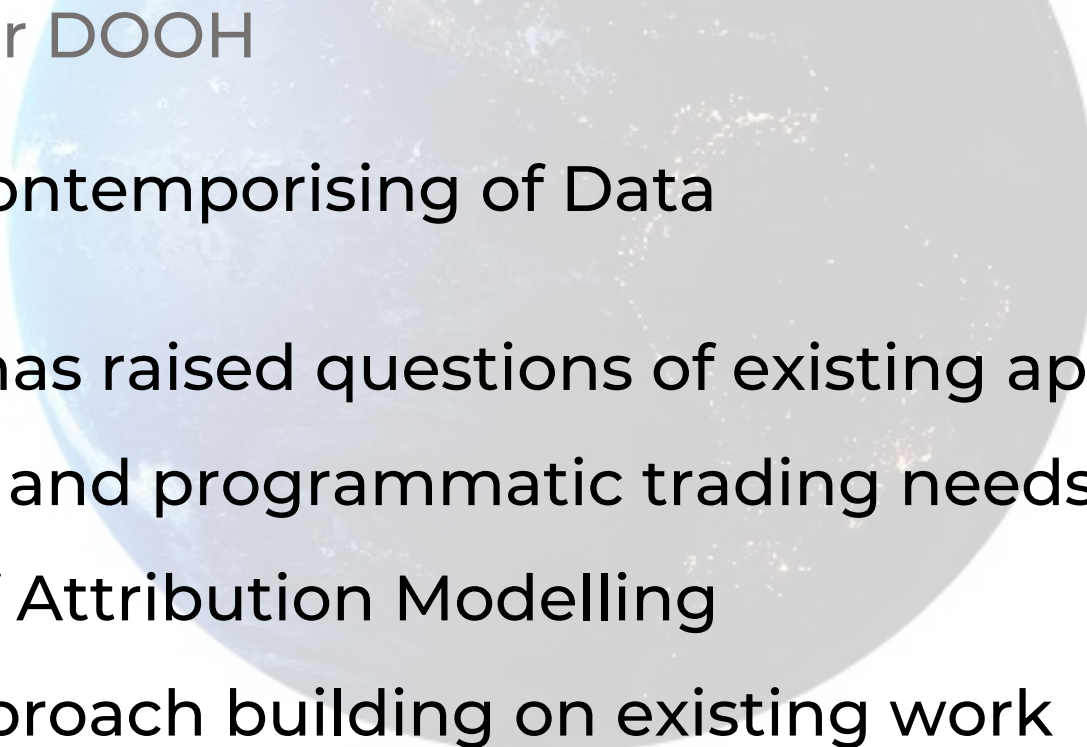
- Compatible with Existing VAC (and ROTS)
- Consistent Application of Digital Viewability
- Digital Attraction Factors Enhancement
- Temporal Granularity



Visibility
Object visibility in dynamic scenes

route
mobile media analytics

Realising the value of DOOH through Audience Measurement

- 
1. Developing for DOOH
 2. Addressing Contemporising of Data
 - Pandemic has raised questions of existing approach
 - Automated and programmatic trading needs
 - Accuracy of Attribution Modelling
 - Layered approach building on existing work

Realising the value of DOOH through Audience Measurement

1. Developing for DOOH
2. Addressing Contemporising of Data
3. Building for Cross Media Measurement
 - Need for clearer and consistent language
 - Need for compatible comparison
 - Advertiser/Buyer demand



EVOLVING Audience Measurement Guidelines

- Update and expand
 - More territories
 - MOC and Syndicated Research
 - Suppliers and Providers
- Cross Media Involvement
 - Engagement by OOH – Sweden's example
 - Respectful of customer needs
 - Continued collaboration and leadership via WOO initiatives



TORONTO CONGRESS 2022

May 25 - 27

Connect, Celebrate and Elevate the World of Out of Home