



# TAB OUT OF HOME RATINGS 2.0 RELEASE

## ❖ WHY IS THE TAB OUT OF HOME RATINGS 2.0 RELEASE SO IMPORTANT?

TAB has expanded its measurement system to improve its coverage and incorporate more major out of home formats, including digital and transit formats. The number of ad units reported by TAB will grow to more than two million ads. A major part of this expansion was the identification and incorporation of the new data sources that were necessary to achieve this objective. The release of TAB Out of Home Ratings 2.0 provides both buyers and sellers of OOH media with a better and more exhaustive measurement system.

## ❖ WHY IS THIS RELEASE A BREAKTHROUGH FOR OUT OF HOME MEASUREMENT?

Out of Home media exposures have become dynamic. It used to be sufficient to measure people as they passed standard ads that were fixed to billboards. Now, we require a more dynamic system that also considers ad movement – that is, as they rotate on digital billboards and move through markets on buses and other vehicles. A measurement system that can be calibrated to meet whatever the needs of our industry may be. You want to leverage the best available information and that's exactly what we have done.

## ❖ WHAT EXACTLY IS BEING REPORTED IN THE NEW RELEASE?

**ALL STANDARD FORMATS** that are currently measured by TAB. It includes hundreds of thousands of roadside units on roadways and in urban centers in all markets across the country.

**DIGITAL SPOT RATINGS** are being reported for the first time for each ad on a digital structure as opposed to merely the structure itself.

**TRANSIT RATINGS** are being reported for transit formats that include bus interiors and exteriors, bus and rail interiors, station interiors and mobile billboards. These ratings are being released separately over the summer.

**EXPANDED DEMOGRAPHICS** measuring items including age, sex, income, ethnicity, etc.

## ❖ HOW DO THE REQUIREMENTS FOR MEASURING DIGITAL CHANGE TAB'S OVERALL MEASUREMENT SYSTEM?

Before looking at digital OOH formats, it is important to understand the design of the existing TAB Out of Home Ratings system. It was designed to report audiences based on people who actually see standard OOH ads as they pass them. The ratings are a product of a sophisticated research program which uses the best available data, and the system was specifically designed with plug-and-play functionality, which allows TAB to incorporate new formats and data sources based on demand. Increased interest in digital OOH necessitated our measuring spot ratings, that can change based on time of day, for the first time. As TAB examined the requirements to measure digital OOH, we quickly realized that the new data sources required for doing so could also refine the ratings of all standard formats reported in the system.

## ❖ WHY IS SPEED DATA SO ESSENTIAL?

Ads on digital structures are constantly being rotated. Therefore, the reporting of digital spot ratings required TAB to determine the number of people noticing each ad in a rotation. The speed at which cars are traveling down the road is important to know when determining which ads are being noticed. Our first challenge was finding a source that could provide us with the precise data we needed to make this possible, which is where leading roadway traffic data provider INRIX plays such a critical role. Our second challenge was determining how to incorporate that INRIX speed data into our measurement system.

## ❖ WHY WAS INRIX SELECTED AS A DATA PROVIDER FOR TAB?

INRIX provides exhaustive real-time measurement throughout the United States, analyzing data from over 100 million drivers to help ensure that our industry has the most accurate understanding of the length of exposure time in front of each advertisement. Leading automakers and departments of transportation around the world rely on INRIX to help millions of drivers avoid traffic congestion. Over time, its data is such that TAB can choose to measure in daypart or real-time.





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## ❖ HOW DOES THE NEW RELEASE ACCOUNT FOR THE ACTUAL NOTING OF STANDARD AND DIGITAL ADS?

TAB utilized the expertise of Perception Research Services (PRS) and its eye-tracking capabilities to more accurately measure the number of OOH ads people notice as they drive. PRS conducted their original visibility study for TAB several years ago with its ground-breaking research allowing TAB to move from reporting the number of people who merely pass OOH ads to commercial audiences who see the ads. Its latest work expands the visibility model to determine the impact of speed and congestion on the noting of both for standard ad formats, as well as roadside digital ads. Together, the combination of INRIX speed information for roadways throughout the country and the results of TAB's new visibility research program mean that the ratings consider not only the impact of an ad's size and physical location, but also the speed at which people pass by the unit throughout the day.

## ❖ HOW DO DIGITAL RATINGS BY SPOT WORK?

The new digital ratings are standardized measures of audience that are scalable and comparable to those reported for standard roadside formats (e.g. bulletins and posters). Each digital spot (or ad) in a rotation will be reported separately. Because it is essential to the accurate reporting of the audience, the speed of travel and the amount of time a person has in contact with each digital ad is taken into consideration.

## ❖ HOW DOES TRANSIT MEASUREMENT WORK?

TAB's transit ratings for bus exteriors require the collection of traffic information as buses move along their routes. Because of the rich set of traffic and demographic information collected by TAB, the ratings for these "mobile" ads are standardized using the same data and procedures used for measuring roadside OOH formats. The ratings for ads in stations and bus and rail interiors also uses public domain counts of passengers and commuters. All of the transit procedures have been designed so that the ratings of transit media, digital ads and roadside formats are scalable and comparable.

## ❖ WHAT ARE THE BENEFITS TO BUYERS OF THIS NEW RELEASE?

**MEASUREMENT OF DIGITAL SPOTS, NOT STRUCTURE** because advertisers want audience, not real estate. With this enhanced measurement, each ad unit on a digital display has its own unique ratings.

**INDUSTRY-LEADING VISIBILITY MEASUREMENT** with the amount of time drivers spent in front of each ad unit, based on typical traffic conditions per hour per day of week, now being incorporated into the measurement.

**BETTER AUDIENCE TARGETING** because advertisers do not want to waste money communicating to the wrong audience. With updated and expanded demographics, precise targeting coupled with geographic location is available to advertisers..

## ❖ WHAT ARE THE BENEFITS TO SELLERS OF THIS NEW RELEASE?

**GROWING THE NUMBER OF OOH ADVERTISERS** because one of the most important things to prospective advertisers is accountability. Advertisers can now rest assured they can enjoy an unparalleled level of transparency and accuracy with TAB Out of Home Ratings.

**GROWING THE SHARE WITHIN EXISTING ADVERTISERS** because media with the best measurement tend to grow faster than media that is more difficult to measure. With enhanced measurement and targeting, operators and agencies can fine tune and adapt their clients' ad investments to help increase their value. These enhancements typically lead to larger share of overall ad investments. TAB announced the release of its much anticipated next generation of TAB Out of Home Ratings. This marks a major expansion of its out of home measurement system, incorporating digital and transit ratings, as well as additional demographics.

