



Out-of-home Video
Advertising Bureau
Europe



OVAB Europe Standards

- Nr. 1 -

DooH Audience Measurement

Version 1.0 | January 2013

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DooH Audience Measurement

- Measurement of contact quantity and quality of an advertisement
- Coverage of relevant KPI's for advertising purpose
 - Gross contacts advertising medium/ad (spot)
 - Net contacts advertising medium/ad (spot)
 - Frequency
- Cooperation with Enigma GfK

Legal information

- Version 1.0
- Approved September 2012
- Ratified January 2013
- Review September 2013



Requirements | Reach

- Indicators**
- Gross contacts
 - Net contacts
 - Cost-per-thousand-contacts

- Levels**
- Advertising medium
 - Ad (Spot)

- Day of the week**
- Mo-Fr
 - Sa
 - Su

- Analysis**
- Preparation of the results for common planning systems

- Overlap to**
- other DOOH networks
 - other advertising mediums

- Time of the day**
- Time intervals (day parting)



Additional requirements

- Integration of external data sources from registered visitors (Automated counting systems, ePOS / cashier data, mobility studies)
⇒ Cost efficiency through existing external/own data

Requirements for external data:

- Transparency of the data collection method
- Steadiness to seasonal variations
- Possibility to calibrate the data to the total sample



Interaction of F2F module and representative survey

F2F module:

Gives the opportunity of DOOH contacts for all visitors of a facility and the number of passages resp. contacts

Representative survey:

Identifies the total audience (WNK) in the population for a facility and the number of visits



Transfer of the opportunity-to-see via segmentation



On-site face-to-face (F2F) study | **Aim**

- Measure the **probability of DOOH contacts** during the visit at the location (Kontakt Chance)

On-site face-to-face (F2F) study | **Sample**

- The **total sample** is the population of German speaking visitors at the location (ages 14 years or older)
- The **location sample** is drawn as a disproportional quota of locations defined by size, number of screens, visitor frequency and region
- The **interview sample** is drawn by a random selection of visitors as they are leaving the location.
- The **sampling time** is equally distributed to relevant weekdays and times of the day
⇒ **Deliverable:** 1.000 interviews, 20 locations (50 interviews per location)



On-site face-to-face (F2F) study | **Weighting**

- Re-proportioning of the location sample to the **representative total number of locations** with DooH media
- Neutralization of the overrepresentation of high **frequency visitors** at the location on base of the visiting frequency reported in the interview
- Extrapolation of **visitor frequency** by including external data





On-site face-to-face (F2F) study | **Interview**

- **Mobility analysis** of daily visits (map of the location with all DooH media sites)
- **Reason** for visiting the location
- Visited **sites** on the location
- Used **entrance** and **exit**
- Standardized query for each DooH display marked in the mapped area (passage, frequency, dwell time)
- Standardized query for **recognition** of selected DooH display through pictures (passage, frequency, dwell time)




Interaction of F2F module and representative survey

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Representative survey:

Identifies the total audience (WNK) in the population for a facility and the number of visits



Transfer of the opportunity-to-see via segmentation



Representative survey | Aim

- Measure the **population share** that visits different locations with DooH media and with selected DooH networks DOOH
- Identify **visit/contact overlaps** with the same or other DooH media/networks

Representative survey | Sample

- The **total sample** is the population of German speaking visitors at the location (ages 14 years or older)
- The **telephone number sample** is drawn from a sample of telephone numbers based on the method „ADM-Auswahlgrundlage Telefonstichproben“ (registered/non-registered numbers)
- The **interview sample** is a randomised selection of persons in a target household (random number generator)

⇒ **Deliverable:** 5.000 interviews



Representative survey | **Weighting**

- First, the **household** sample is transformed into a sample of **individual** people (1. transformation)
- Second, the **opportunity-to-see** for households with more than one phone number is calibrated(2. transformation)
- Third, the **demographic variables** are weighted according to parameters of the “Media Analyse”





Representative survey | Interview

- Identify the total audience as **broadest user group** (BUG) and the frequency of visits for different locations
- **Last visit** of the location (regardless of reason or proximity to ones home)
- Visits to **shopping venues** (frequency of visit, purchase, dwell time)
- **Frequency** of visit at one location (weekdays, per week, per month, per year)





Interaction of F2F module and representative survey

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Model for calculation of ad efficiency: The following formulas are used in Germany for all types of advertising

- P_i : opportunity/probability of DooH contacts
- K_i : number of opportunities with DooH contacts

Number of DooH contacts
(gross rate)

$$Cov_{gross} = \sum_{i=1}^n p_i \times K_i$$

Number of persons with at least one
contact with DooH
(net rate)

$$Cov_{net} = \sum_{i=1}^n (1 - (1 - p_i)^{K_i})$$



Influence factors to opportunity/probability of DOOH contacts

Number of DooH contacts
(gross rate)

$$Cov_{gross} = \sum_{i=1}^n p_i \times K_i$$

- How many passages have the visitors at the locations with DooH media?
- How likely is it to see an ad/have contact with an ad while passing the screen(s)?

- Visit in general and number of visits
- Share of locations with DooH vs. without DooH
- Share of visitors who have contact with DooH

Contact



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