

EYES ON'S NEXT STOP: TRANSIT



With EYES ON Ratings for traditional outdoor (billboards, bus shelters, phone kiosks, etc.) released and in the hands of planners and buyers across America, transit advertising is now beginning its shift towards this more comprehensive, flexible, accurate and accountable measurement system.

WHAT TO EXPECT

TAB is currently developing a research methodology for transit advertising with the goal of fully integrating transit into EYES ON Ratings as early as possible. Upon completion, the the EYES ON measurement will expand to include train interior, train exterior, train platform, bus interior and bus exterior advertising in the U.S. Transit advertising will have the same metrics now available for traditional outdoor advertising including demographics, geographically sensitive reach & frequency, standard market definitions and true ad ratings that incorporate only those who actually see advertising.

These metrics will not only provide new and more accurate ways to evaluate transit advertising, but will be designed in a way that will allow media planners and buyers to do this high level of detailed analysis with systems they already use. In addition, transit will be able to easily be rolled up with other formats and plugged into reach & frequency systems.



Next Stop

ABOUT EYES ON

EYES ON Ratings is the first ratings system based on people that have actually seen advertising. This new measurement system has changed the way that out of home advertising is bought and sold in America. Planners, buyers and sellers now have out of home information at their finger tips that they've never had before. Out of home formats measured in EYES ON Ratings have a distinct advantage in the marketplace: they have all of the same metrics available as those provided by other media. This allows out of home to be considered more meaningfully when comparing with other media types, highlights the strengths of the medium in these direct comparisons and, ultimately, makes it easier to effectively use out of home media.



Next Stop

For more information on EYES ON Ratings including details on the metrics available, the research behind them, up to date information on the state of transit and news on what is next for EYES ON go to www.eyesonratings.com.

