



Make outdoor planning easy by using TAB's EYES ON

with Nielsen Outdoor Planner

We are excited to announce the release of Nielsen Outdoor Planner utilizing TAB's EYES ON data. With the support of the outdoor industry, Nielsen Outdoor Planner is a simple, intuitive planning tool that works alongside our other media systems, already in your agency!



The Solution

This new program has been designed for planners with limited knowledge or exposure to the outdoor industry.

It provides the general agency planner with metrics necessary to plan outdoor alongside television, radio, internet, print and ultimately combines the results into our multimedia reach/frequency system.

The terminology within the system uses 'traditional' media terms versus 'outdoor lingo'.

The regularly updated TAB database contains estimated demographic shares of EYES ON Impressions delivered by the panels in more than 3,300 defined market/operator/format inventories. Demographic shares are further segmented into 'in-market' versus 'spill'.

The database provides latest population estimates, average cost per thousand (CPM) for quick budget estimation, and stores inventory-specific parameters for use with the TAB reach/frequency model.

Key Benefits:

Provides easy access to TAB audience data, such as, outdoor operators' inventories of billboards and street furniture across all DMA® regions and metro/micro markets.

- Fast estimation of reach/frequency for multimarket, multi-operator and multi-format outdoor plans
- Intuitive and easy to learn

Features

Flexibility to select:

- Nielsen DMA – Designated Market Area/ Core Business Statistical Area (CBSA)
- Demographic targets
- Media by operator, inventory
- Combine with other media schedules to assess total campaign delivery

How it Works

Nielsen Outdoor Planner puts the newest outdoor currency at the fingertips of agencies, using standard media metrics that are familiar to both planner & client.

Plans	Selections	Planning	Performance	Populations								
Markets	DMA	Panels	Weekly Target GRP	Inventory	Target GRP	(000) Impressions	Target Reach	Avg Freq	3+ Reach	Estimated Cost	CPM	
	New York, NY	176	4	100.4	26,778	401.7	65,102	52.1 %	7.7	36.3 %	\$26,147	\$5.04
	Los Angeles, CA	117	4	98.9	19,931	395.7	52,681	54.3 %	7.3	36.8 %	\$267,156	\$5.07
	Chicago, IL	65	4	99.9	11,611	399.7	29,289	50.9 %	7.9	35.5 %	\$159,230	\$5.44
	Philadelphia, PA	65	4	105.8	8,560	423.3	25,860	53.8 %	7.9	37.4 %	\$148,585	\$5.82
	San Francisco et al, CA	66	4	99.6	7,415	398.2	21,527	51.3 %	7.8	35.4 %	\$101,900	\$4.73
	Dallas-Ft. Worth, TX	34	4	100.0	7,154	400.1	20,998	52.8 %	7.6	36.3 %	\$133,012	\$6.33
	Boston et al, MA-NH	61	4	100.3	3,119	401.1	20,206	49.4 %	8.1	34.7 %	\$173,927	\$8.61
	Atlanta, GA	41	4	100.2	8,274	400.8	19,433	51.9 %	7.7	35.8 %	\$99,576	\$5.12
	Washington et al, DC-MD	104	4	100.4	3,362	401.5	19,860	49.3 %	8.1	35.2 %	\$152,168	\$7.66
	Houston, TX	22	4	99.9	4,533	399.8	18,127	52.5 %	7.6	36.1 %	\$87,782	\$4.86
		751		100.4	100,737	401.6	290,082	52.2 %	7.7	36.1 %	\$1,649,46	\$5.64

View Results for the Home Market Population, the Populations for the Sum of Markets Analyzed and the National Population

Nielsen Outdoor Planner

Location	Weeks	Target GRP	Inventory	Target GRP (%)	Cost	CPM
New York, NY	0	4	0.0	40	0.0	\$0
New York, NY	0	4	0.0	5	0.0	\$0
New York, NY	3	4	3.6	460	14.5	\$2,482
New York, NY	0	4	0.0	44	0.0	\$0
New York, NY	55	4	34.1	8,298	136.6	\$0,912
New York, NY	1	4	0.1	107	0.4	\$4
New York, NY	4	4	1.2	644	4.8	\$71
New York, NY	1	4	1.6	158	6.3	\$1,025
Washington et al, DC-MD	2	4	0.0	49	0.0	\$0
Philadelphia, PA	2	4	0.0	278	0.0	\$0
New York, NY	6	4	9.1	880	26.5	\$39
New York, NY	13	4	3.7	3,978	22.8	\$3,986
New York, NY	0	4	0.0	25	0.0	\$0
New York, NY	9	4	1.8	1,407	7.0	\$113
Philadelphia, PA	2	4	0.1	246	0.5	\$81
New York, NY	0	4	0.0	8	0.0	\$0
New York, NY	11	4	2.5	1,601	9.8	\$1,594
Washington et al, DC-MD	4	4	0.0	123	0.1	\$18
New York, NY	10	4	6.0	5,172	24.1	\$3,909
New York, NY	36	4	18.2	5,477	72.7	\$11,777
New York, NY	1	4	0.5	148	2.1	\$40
Philadelphia, PA	6	4	6.2	802	0.7	\$137
New York, NY	4	4	5.6	651	23.2	\$3,004
Philadelphia, PA	0	4	0.0	16	0.0	\$0
Philadelphia, PA	2	4	0.1	225	0.2	\$39
New York, NY	0	4	0.0	45	0.0	\$0
New York, NY	3	4	0.6	415	2.5	\$410
Philadelphia, PA	1	4	0.0	126	0.0	\$7
New York, NY	0	4	0.0	16	0.0	\$0
New York, NY	200	4	100.4	29,276	401.7	\$136,147

Select Multiple Markets and Plan at the Same Time

Market	Vendor	Format	Inventory	Inventory Share	Avg Wkly Impressions	Audience Share	In-Market	Spill
Atlanta, GA	Clear Channel	Bulletins	907	11.0%	247,014	22.9%	100.0%	0.0%
Boston et al, MA-NH	Clear Channel	Junior Posters	81	1.0%	21,530	0.2%	100.0%	0.0%
Washington et al, DC-MD	Fairway	Posters	332	4.0%	48,962	1.7%	95.0%	5.0%
Atlanta, GA	Fairway	Junior Posters	43	0.5%	42,476	0.2%	96.0%	4.0%
Chicago, IL	Lamar	Posters	530	6.4%	44,847	2.4%	91.0%	9.0%
Houston, TX	CBS Outdoor	Posters	1,191	14.4%	61,098	7.4%	100.0%	0.0%
Dallas-Ft. Worth, TX	CBS Outdoor	Transit Shelters (TSA)	719	8.7%	61,773	4.5%	100.0%	0.0%
Los Angeles, CA	Cumasa	Newsstands	57	0.7%	32,863	0.2%	100.0%	0.0%
Los Angeles, CA	Lamar	Junior Posters	22	0.3%	33,158	0.1%	84.9%	15.1%
San Francisco et al, CA	Clear Channel	Posters	1,190	14.4%	192,516	23.4%	98.8%	1.2%
18+	Clear Channel	Posters	858	10.4%	63,056	5.5%	100.0%	0.0%
Female 18-49	Fairway	Bulletins	897	10.8%	68,111	6.2%	91.1%	8.9%
CBS Outdoor	Junior Posters	239	4.1%	28,580	1.0%	100.0%	0.0%	
Lamar	Bulletins	1,108	13.4%	214,215	24.3%	100.0%	0.0%	
Boston et al, MA-NH	Van Wagner	Bulletins	36	1.2%	267,543	3.6%	95.9%	4.1%
Murray Outdoor	Bulletins	27	0.9%	259,170	2.6%	98.6%	1.4%	
JCDecaux	Pillars	36	1.2%	88,804	1.3%	98.6%	1.4%	
Clear Channel	Posters	1,377	16.1%	58,396	30.2%	97.3%	2.7%	
JCDecaux	Kiosks	75	2.4%	34,606	1.0%	98.6%	1.4%	
JCDecaux	Transit Shelters (TSA)	697	23.3%	51,844	13.6%	98.8%	1.2%	
Cumasa	Transit Shelters (TSA)	277	8.9%	54,235	5.6%	100.0%	0.0%	
Clear Channel	Bulletins	389	12.5%	241,648	35.3%	97.4%	2.6%	
Clear Channel	Junior Posters	30	1.0%	35,704	0.4%	99.5%	0.5%	
CBS Outdoor	Bulletins	197	5.0%	86,491	4.7%	92.2%	7.8%	
Lamar	Bulletins	118	0.6%	229,693	1.6%	97.8%	2.2%	

Plan Each Market at the Summary Level or at the Inventory Detail Level

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Select Specific Inventory to be Included in your Plan or Use all Available Inventory

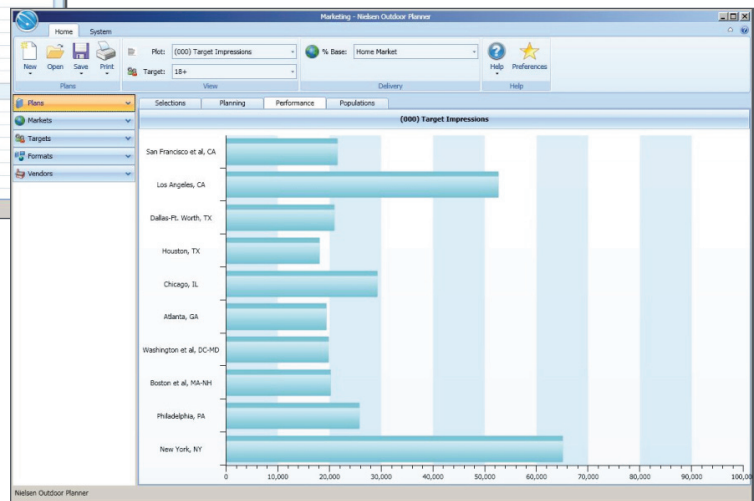


Chart your Plan Results for Easy Viewing

For more information, contact your Nielsen representative at 646-654-5959 or email outdoorhelp@nielsen.com