

THE FOUNDATION: WEEKLY CIRCULATION



Building anything of worth requires a solid foundation and a media measurement on the scale of EYES ON Ratings was no different. Circulation data for each of approximately 400,000 Out of Home units would be the solid foundation on which EYES ON was built and the quality and quantity of this data allowed for all of the features of EYES ON to be applied on a panel by panel basis.

❖ CIRCULATION AND OUT OF HOME ADVERTISING

Out of Home advertising is unique in that its audience is found on the roads and railways of America. Therefore, measuring the audience of any Out of Home panel must start with measuring the travel of Americans who pass that panel.

Accurate measures of travel are available from state and local Departments of Transportation all over the country. The TAB works with these DOTs to get the most accurate and current data available. Then, the TAB calculates weekly circulation counts using these official traffic counts. TAB's consistent methodology insures that all audience measures have been independently collected, calculated, and verified within and across all markets. In fact, TAB's procedures in calculating circulation are recognized and embraced as the industry standard in the advertising community.

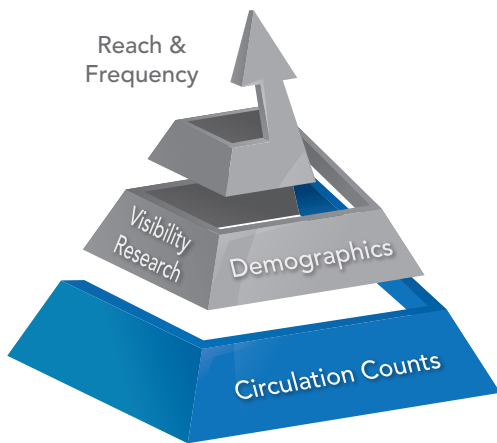
❖ HOW TAB DETERMINES WEEKLY CIRCULATION

Weekly circulation represents the number of people 18+ potentially exposed to an Out of Home panel in an average week of the year. To arrive at this measure for any particular panel, the TAB starts with approved traffic counts around that panel and removes all traffic not traveling in the proper direction to view it. Next, traffic levels are refined further by eliminating traffic passing during hours the panel is not illuminated. Finally, these traffic counts are multiplied by a load factor of 1.5 to convert vehicles passing into people passing. In short, weekly circulation provides the number of people that have an opportunity to see an advertisement as opposed to the number of vehicles on the same road as one.

❖ BUILDING ON THE FOUNDATION

TAB's weekly circulation counts provide the strongest possible base for panel by panel audience measurement. Due to reliable source data and TAB's methodology, they ensure an unparalleled level of accuracy in the measuring of people passing hundreds of thousands of Out of Home panels. These circulation counts are critical to EYES ON Ratings in that all other sections of research provide refinement of this base measure.

After 75+ years as the industry's standard of measurement, Daily Effective Circulation, DEC, has been replaced with EYES ON Ratings as the only accepted form of measurement in the advertising industry. This measurement, though retired, has provided the TAB with a wealth of experience and the industry with confidence in TAB's measures of circulation.



STRENGTHS OF TAB AUDITED CIRCULATION

1. Universal- Weekly circulation collected and calculated the same way across all markets in the U.S.
2. Accurate- TAB's circulation counts are an extremely granular and accurate measurement with every count being checked and calculated individually
3. Collected Independently- Data to calculate circulation is collected by the TAB independently of OOH media companies' involvement.

With precise counts of people passing Out of Home units originating from thousands of reliable sources of data, the power of Out of Home media measurement was limited only by the ambition of the industry. A base like this was able to be refined on a panel by panel basis and it would have to include the next big steps in EYES ON: panel by panel visibility adjustments, demographics and reach & frequency. For more information go to www.eyersonratings.com.

