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TAB Advances Measurement Initiative

Katy Bachman

APRIL 24, 2006 -

The Traffic Audit Bureau announced Monday it had entered the third phase of its process to develop an integrated audience measurement system for the outdoor industry, setting up an alternative to Nielsen Outdoor.

For the third phase, the TAB's board of directors voted to award its request for proposal to GfK/MRI and Telmar, which will provide the demographic audience data for outdoor advertising in more than 200 markets. Nielsen Outdoor, which recently announced it would launch its GPS-outdoor ratings service in Los Angeles, was one of the bidders for the TAB's third phase.

The demographic data will be the third component of an outdoor measurement system that includes a visibility adjustment index (a-likely-to-see measure) developed by GfK NOP and the TAB's traffic counts, known as daily effective circulation.

"Given the complexity of out-of-home measurement and a growing body of U.S. and international experience, we believe that travel surveys (using any technology) can be only a piece of a much larger out-of-home measurement structure," said Joe Philport, president and CEO of the TAB, which is holding its media conference and marketing expo through tomorrow in Palm Desert, Calif.

The TAB introduced its first phase of the measurement service, an advanced audit methodology for circulation measures of total persons 18+ for 500,000 outdoor units in Spring 2005. The second phase, the "likely to see" measure is currently in the field.

The TAB plans to develop the service over the next three years.

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