



# Press Release

## Out of Home Industry Underwrites Major Audience Measurement Initiative

**NOP World study for TAB will allow comprehensive estimates of noticing out of home advertising for all US markets**

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**New York, N.Y. May 19, 2005:** The Traffic Audit Bureau of Media Measurement, Inc. announced today the awarding of a contract to *NOP World*, a leading supplier of syndicated and custom research, for the development of a measurement system that will allow advertisers to move from a system estimating how many people *pass* a billboard to one showing how many actually *noticed* it.

This VAI research project (*Visibility Adjustment Index*) will give out of home advertising a more refined measurement tool than currently exists for any other major media.

Field work for this breakthrough study will focus on creating VAI “noticing” measures for bulletins, posters and bus shelters based upon key variables that affect the ‘likelihood to see’ out of home venues. Factors such as a unit’s size, its placement and environmental situation and type of roadway will be examined. Both pedestrian and vehicular traffic will be studied.

The VAI factors produced by the study can be applied directly to TAB’s Daily Effective Circulation counts, known as DEC’s, which will allow “noticing” estimates to be developed for virtually all markets.

This next phase of outdoor measurement has been underwritten by TAB membership. It builds upon the recently completed TAB Audit update which geo-coded 500,000 units and installed a new methodology to provide timely and consistent out of home inventory information.

Joe Philport, TAB's President and CEO notes: "We see VAI measures as the next stage in making out of home more accountable to the advertiser. The creation of such advanced planning and buying tools like noticeability adjustments is an essential step in our industry's bid for more national business." TAB's Chair, Andrea MacDonald, President of MacDonald Media adds: "Research initiatives such as VAI are placing the U.S. out of home industry at the forefront of worldwide media measurement innovations."

Media strategist Erwin Ephron from *Ephron, Papazion & Ephron, Inc.* points out: "Today all media measurements – TV, Print, Radio, Internet – need VAI adjustments to get to counts of persons *seeing* the advertising. In constructing the first VAI system, the outdoor industry is leading the way in the U.S."

TAB will be conducting two workshops at OAAA's National Convention & Trade Show at the Chicago Hilton Hotel May 23<sup>rd</sup>, 2005 and will be discussing this research program and its application in the context of the out of home industry's evolving research strategy.

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### **About the TAB**

Established in 1933, the *Traffic Audit Bureau for Media Measurement Inc.* is a non-profit organization whose primary mission is to audit the circulation out of home media in the United States. Run by a tripartite board comprised of advertisers, agencies and media companies, the TAB acts as an independent industry organization in accordance with guidelines established by their Board of Directors.