



ARF/ ESOMAR WAM Conference keeps Out of Home's engines revved up

Last month, the *Advertising Research Foundation* along with *ESOMAR*, its European counterpart, devoted to promoting marketing research in supporting business decisions, co-sponsored the *Worldwide Audience Measurement Conference* in Geneva, Switzerland and the out of home industry was handsomely represented.

A prime seat at the table

While the WAM Conference has been meeting for years, 2004 marked only the second time that out of home has had a day devoted to its review, brought about through TAB's urging. Co-chaired by TAB President, Joe Philport from the U.S. and *Euriska's* Andrea Mezzasalma from Italy, the sessions were attended by over 100 representatives and covered a wide variety of outdoor initiatives underway around the globe.

WAM Conference Highlights

Tony Jarvis from *MediaCom/Grey Global Group USA* and a member of TAB's VAI Committee opened the day with a paper on Visibility Adjustment Indices and its ability - if properly measured - to elevate out of home audience measurement to a level beyond what is currently available for other major media. He drew his conclusions from a worldwide survey conducted as the basis for his paper.

Both *Arbitron* and *Nielsen* presented summaries and status on their various initiatives in the Atlanta and Chicago markets respectively. Evidence of outdoor advertising recall and effectiveness was also thoroughly explored through studies fielded by *IntoMart* for *Viacom* in the Netherlands and by *Louisiana State University* for *Lamar* in the U.S.

Other U.S. presenters included Cynthia Evans of *MediaEdge:cia's MediaLab* who is also the Chair of ARF's Out of Home Steering Committee.

TAB's Leadership Role

In net, there was great enthusiasm and energy surrounding the day which mirrored the sentiments gathered from attendees at TAB's Conference held last April in Scottsdale. Advertisers want, and media companies need, out of home information they can use with confidence.

As TAB Chair, Andrea MacDonald noted: "WAM provided an amazing roundup of media research initiatives that are underway around the world and undoubtedly, TAB will certainly

participate in leading the charge for out of home. However, while turnout at the event was strong, few US media operators were in attendance, something that clearly must change if the medium is to flourish. For 2005, my hope is that TAB members will represent the bulk of attendees and not just a precious few."

For further details on the WAM talks or to secure CDs of the various presentations, visit www.esomar.org.

TAB's commitment to media measurement

Clearly TAB is at the heart of out of home measurement in America. The new TAB Audit, now in its final stage of release will truly revolutionize out of home's measurement systems by providing a solid and credible source for out of home advertising and the basis for further research development.

Our survey of TAB Conference attendees underlined the need for more education about out of home and TAB is surely playing a key role in this regard.

To achieve these ends, TAB is reactivating many of its committees and hope that you will stay involved by participating in an area of interest to you.

The following provides a snapshot of TAB committees that are currently active:

IT Steering Committee

Responsible for establishing guidelines for the standardization of industry data

VAI Research Committee

Responsible for providing strategic direction on the development of a VAI system

Audit Process & Procedures Committee

Responsible for providing oversight and revision of TAB syndicated audit policies and procedures

Audit Development Committee

Responsible for providing strategic guidance for TAB in expanding the scope of out of home media audits

Data Standards & Policy Committee

Responsible for establishing policies regarding the release and use of TAB data by members and third party companies

Membership & Marketing Committee

Responsible for overseeing programs designed to increase membership in TAB and raise awareness of its mission and services within the advertising community

For further details about the committees including current membership, visit TAB's website at www.tabonline.com.