



NEWS FROM TAB

Traffic Audit Bureau for Media Measurement, Inc.
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NEWS OF INTEREST TO PLANNERS, BUYERS AND SELLERS OF OUT-OF-HOME ADVERTISING

Issue #1: Let's Discuss Your Research Needs and TAB

I'm Joe Philport, the President of the Traffic Audit Bureau for Media Measurement, Inc., the only provider of audited out-of-home advertising data. This is an exciting and important time for the out-of-home advertising industry and the research community that supports it. It's my intention to use TAB briefs to bring you up to date on what TAB is doing to increase the accuracy of the audit data we provide, modernize the way we deliver that data to you, and multiply the ways you can put it to good use. Also, I'll be seeking your input to insure that the initiatives TAB pursues are valuable to members like yourself.

TAB briefs, like this one, will be e-mailed to you twice a month. Each issue will focus on a different facet of our activities. I'll also be using TAB briefs to give you TAB's perspective on other research initiatives in our industry.

In the next e-mailer, for example, we'll talk about TAB's new audit methodology, which is scheduled to be fully implemented by the end of this year. We'll bring you up to date on what you can expect in this transitional year. Several advertisers and plant operators will discuss what we all need to do in order to make the new audit methodology an invaluable planning, buying and selling tool.

In the near future, we'll also discuss the Arbitron and Nielsen out-of-home tests. Focusing on the pro-active role TAB is assuming in making our 'site-centric' data available to these research suppliers, who in turn will merge it with their 'consumer-centric' demographic models to develop new quantitative/qualitative ratings data similar to those available for the electronic and print media.

From time to time, we'll make TAB briefs available to TAB members, like yourself, to share their perspectives as to what's happening in the medium and what's needed to make it continue to grow and prosper. In March, we will report on the key advertising issues discussed at the AAAA's Media Conference. Facilitating a dialog between buyers and sellers is perhaps the single most important role that TAB briefs can fulfill. Such a dialog is critical to the continued refinement of out-of-home research tools. Buyers and sellers have to reach agreement as to what information this industry needs. In the near future, we will use TAB briefs to conduct a survey of our members on this critically important issue.



But I welcome your thoughts at any time. So please, let me hear from you. It's as simple as clicking the 'Reply' box on your computer. I promise that we'll get back to you and if your question or comment is of general interest, to include it in a future TAB brief.

Given the consolidation in this medium, its ability to attract more and more national advertisers, and the accountability advertisers and agencies require, there is a greater need for TAB today than at any other time in its 75 year history.

The reason is simple: the start of any measurement system is accurate baseline counts for all inventory. TAB is the only entity properly positioned in terms of legacy, experience and singular mission to provide that audited information for the out-of-home industry. TAB is in the right place at the right time. Our challenge is to take maximum advantage of that positioning by improving the quality of our data and its utility to our members. I'm excited to take on the challenge.

I'll be in touch via TAB brief #2 shortly. In the meantime, I look forward to hearing from you. You might also want to look into our website by clicking on tabonline.com at the bottom of the page.

Joe Philport