



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 #6: Learning about Out-Of-Home Media Research

While our industry represents the oldest form of advertising, it has lagged behind other consumer media in the development of *high-value* media research. Out-of-Home, frankly, lacks the media research that is available to sell, plan and buy other media. However, there are many new initiatives that can radically expand the research tools available to you. I'd like to draw your attention to an outstanding opportunity to expand your vision of media research.

For the first time in their history, the Advertising Research Foundation's and ESOMAR's Worldwide Audience Measurement Conference will include Out-of-Home on its agenda. The WAM conference will take place at the Renaissance Hollywood Hotel in Hollywood, California, June 15-20, 2003. WAM will dedicate an entire day (June 20) to examine many of the significant out-of-home research initiatives that are happening in the United States and other countries.

Jim Spaeth, the President of The ARF, highlights the significance of this event for our medium. "The addition of Out-of-Home to this established event reflects the importance of these media, as many advertisers are looking for something beyond the so called traditional media to add to their *traditional* media plans".

I would strongly suggest that whether you are a major media company, an advertising agency or an advertiser, identify a person in your organization that is responsible for monitoring research. Whether newly appointed, or someone who has been in the position for years, have them represent your company at this event. This is one way that you can become knowledgeable of your research alternatives and subsequently impact the research direction taken by our industry.

Through industry wide participation in events such as these, we will begin to build an understanding of our research options. I will be moderating a panel on new initiatives. The panel participants include, Arbitron, Nielsen, JCDecaux Worldlink, UK and the Institute of Marketing, University of Berne, Switzerland.



Other topics to be discussed include: the pros and cons of GPS, out-of-home reach and frequency issues, targeting the medium and ROI tracking.

In case you're unfamiliar with The ARF, it is a nonprofit corporate membership association which is today the pre-eminent professional organization in the field of advertising, marketing and media research. Founded in 1936 by the Association of National Advertisers and the American Association of Advertising Agencies, the ARF is comprised of over 400 advertisers, advertising agencies, research firms, media companies and educational institutions.

ESOMAR's mission is to promote the use of Opinion and Market Research for improving decision making in business and society worldwide. Founded in 1948, ESOMAR unites 4000 members in 100 countries, both users and providers of opinion and marketing research. Members can also be found in advertising and media agencies, universities and business schools, as well as in public authorities and institutions. The Society facilitates the exchange of experiences between suppliers and users of research in order to optimize the integration of research results into the decision making process.

The ARF and ESOMAR are pleased to extend member prices to TAB members for this event. For full details on the WAM Out-of-Home Conference and the entire Week of WAM, please click on the attached link. www.thearf.org

I believe that this conference will be a critically important event for the development of sound research for our industry. However, if it is to achieve success, your company's participation is vital. So don't miss out on what's new in research. Come and join us as we discuss media research and the future. I look forward to seeing you there.

Joe Philport