# Out-of-Home Ratings Measurement

How do we know who *actually* saw your ad?

Out-of-Home ratings are calculated by third-party research teams, providing quality media measurement. The Geopath Ratings system allows us to know how many people saw an ad, and their demographics. **Three basic steps determine the ratings.**

**1** ## WEEKLY COUNT OF PEOPLE PASSING

Geopath Audience Location Measurement determines how many people pass each panel in a week.
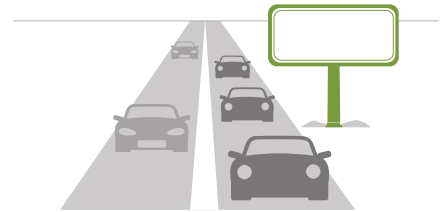
2 ## ADJUSTMENT BASED ON VISIBILITY FACTORS

The weekly count of passers is adjusted based on visibility factors to give us a display's **impressions**, the number of people who likely saw the ad.

Geopath conducted an **eye-tracking study** to identify factors that make Out-of-Home displays more or less visible to passers. Factors include **size**, **side of the road**, **proximity to the road**, and **line of site** of each display, and **distance** from which it can be seen.
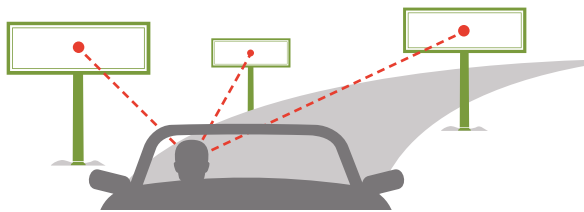
Traffic data provides the **average speed** of vehicles that pass each Out-of-Home display, accounting for how many seconds it takes to pass through the line of sight.

55 MPH
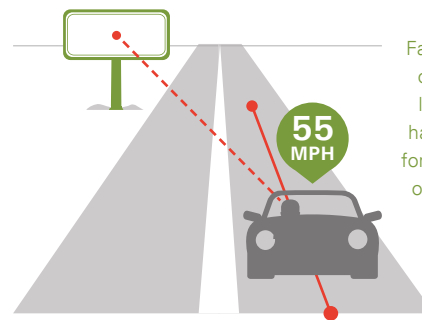
Factoring in average speed of traffic and the panel's line of sight allows us to have per-spot impressions for digital billboards, instead of just panel impressions.

3 ## FINDINGS ARE LAYERED WITH DEMOGRAPHIC DATA

The U.S. Census knows where Americans live, work and play, and the likely routes they will take to get to those places.

Census data supplies the demographic profiles of people passing Out-of-Home panels, including gender, ethnicity and income.

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