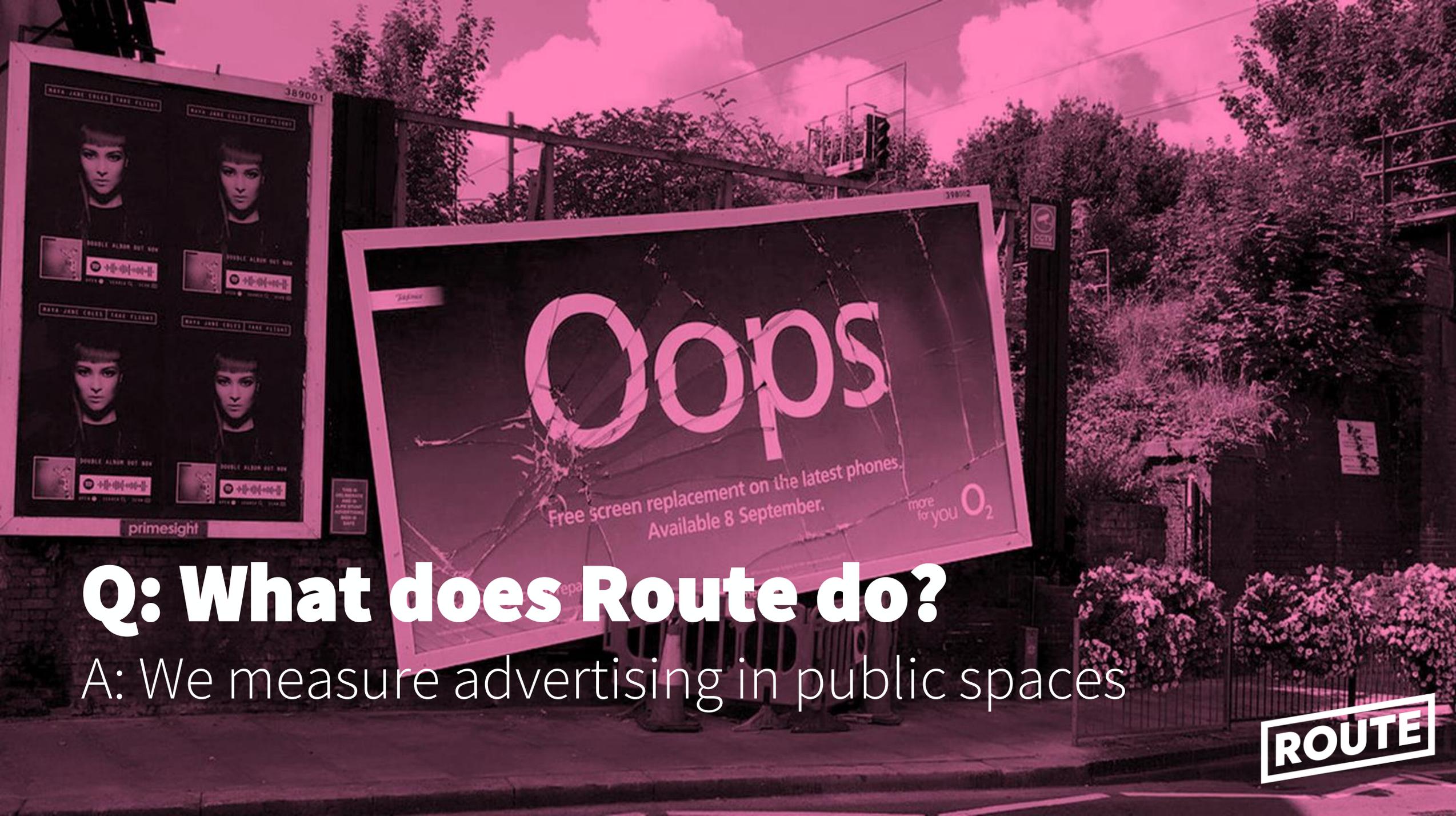# Introduction to Route

Welcome to the great outdoors

ROUTE

Q: What does Route do?

A: We measure advertising in public spaces

ROUTE

382,334

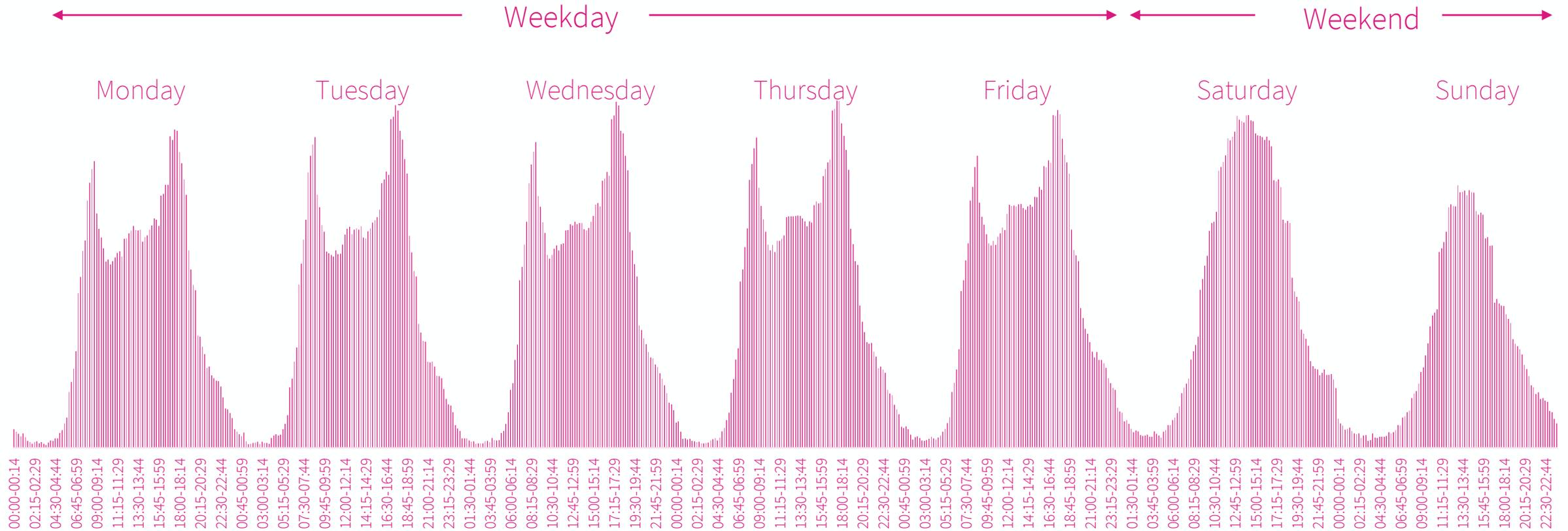posters/screens in total

12,283

digital screens

ROUTE

Measuring >90% of OOH revenue in GB

ROUTE

Providing audience data for every 15 minute period across the day and through the week for every frame

672 audience segments across the week (every 15 minutes)

Any shape,
Any size,
(Almost) Anywhere

ROUTE

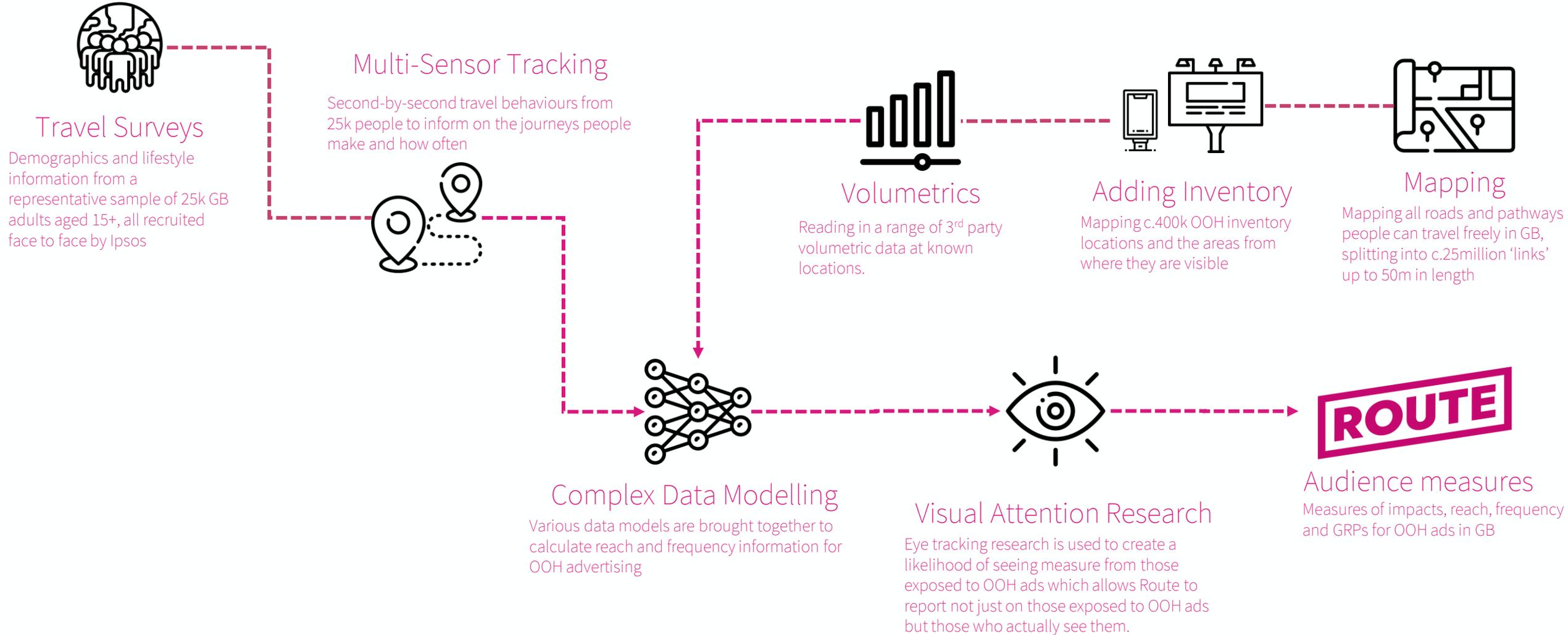Reflecting seasonal footfall and current travel patterns

Q: How does Route work in practice?

A: Well, it goes a little something like this...

ROUTE

Route: typical audiences for OOH

Multi-Sensor Tracking

Second-by-second travel behaviours from 25k people to inform on the journeys people make and how often

Travel Surveys

Demographics and lifestyle information from a representative sample of 25k GB adults aged 15+, all recruited face to face by Ipsos

Volumetrics

Reading in a range of 3rd party volumetric data at known locations.

Adding Inventory

Mapping c.400k OOH inventory locations and the areas from where they are visible

Mapping

Mapping all roads and pathways people can travel freely in GB, splitting into c.25million 'links' up to 50m in length

Complex Data Modelling

Various data models are brought together to calculate reach and frequency information for OOH advertising

Visual Attention Research

Eye tracking research is used to create a likelihood of seeing measure from those exposed to OOH ads which allows Route to report not just on those exposed to OOH ads but those who actually see them.

ROUTE

Audience measures

Measures of impacts, reach, frequency and GRPs for OOH ads in GB

Significant and robust base of real people's actual journeys…

25,447

SURVEY PARTICIPANTS

(adults aged 15+, representative of GB population)

345,127

RESEARCH DAYS

526.4 BN

**SENSOR READINGS
FROM OUR MST DEVICES**

ROUTE

Q: What does Route measure?

A: All of this for five core metrics

ROUTE

Route metrics

1. Reach: the unique number of people seeing the campaign

2. Cover: the proportion of the target audience who are exposed to the campaign

(Population / Reach)

3. Impacts: the total number of times the target audience sees the campaign

(Reach * Frequency)

4. Frequency: the average number of times those exposed to the campaign will see it

(Impacts / Reach)

5. Gross Rating Points (GRPs): a measure of campaign effect. Generated by taking the proportion of target market reached and multiplying it by the number of times the ad is seen (useful for cross-channel comparisons)

(Cover * Frequency)

ROUTE

Where currency data fit into advertising evaluation?

It tells us who and how many and how often people see the ads

ROUTE

The building blocks of campaign evaluation

Talon's
Econometric & Benchmarking

Posterscope
Online Activation

Talon's
4th Space mobile
surveys

JCDecaux / Clear Channel / Posterscope
Moments of truth

Advertising dependent measurement

Ocean Outdoor's
Neuroscience

Bespoke
measurement

Industry
measurement

Advertising independent

Route is here

5. ROI

4. Campaign
Effectiveness

3. Engagement
(i) with medium
(ii) with campaign

2. Audience research (Who, how many, how often?)
(i) site centric
(ii) audience centric
(iii) cross media

1. Ad verification / Brand safety

What is Route data used for?

1. Data driven justification for spending on OOH campaigns

ROUTE

Quantifying the reach of the medium

TOTAL INVENTORY: **97% weekly cover**
POSTERS AND SCREENS

865k impacts per minute

51.9m impacts per hour

POSTERS 97%

1.2bn impacts per day

8.7bn impacts per week
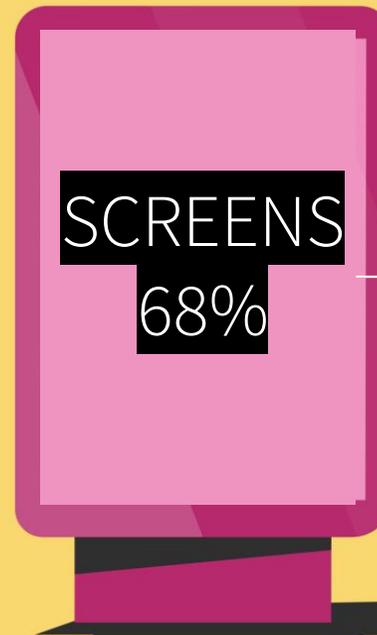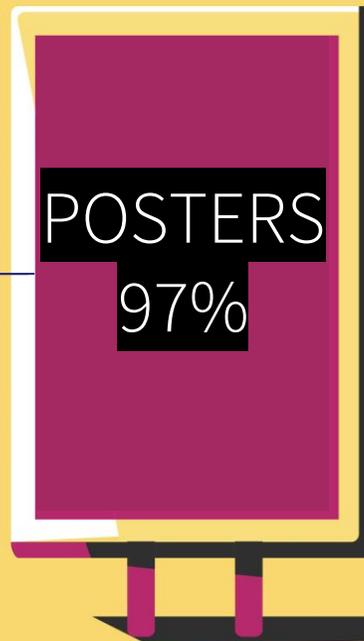
61k impacts per minute

53.7m impacts per hour

SCREENS 68%

88.1m impacts per day

616.9m impacts per week

ROUTE

And the frequency with which it is seen…

OOH ads in GB are seen

15,444 times every second.

ROUTE

What is Route data used for?

1. Data driven justification for spending on OOH campaigns

2. Putting OOH audiences in context with other media

ROUTE

Route data shows that OOH offers unparalleled weekly reach / cover

Weekly Reach

All OOH	All TV	All Radio	All Published Media	All Newsbrands	All Magazines
97%	92%	89%	84%	79%	49%
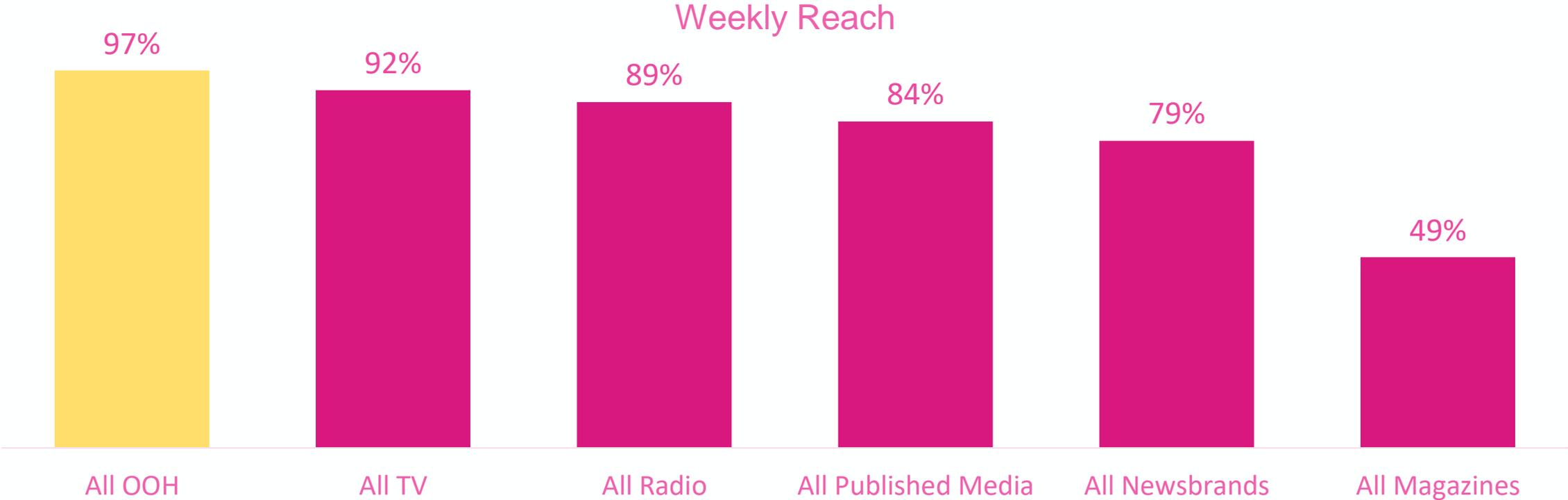
Note: no weekly audience data published for Cinema, however 78% of GB population are 'Cinemagoers'
figure which is the proportion of people who have been to the cinema in the last 12 months

Base: All adults 15+ GB
Sources used: BARB Route , RAJAR, Pamco, DCM

ROUTE

What is Route data used for?

1. Data driven justification for spending on OOH campaigns
2. Putting OOH audiences in context with other media
3. Setting OOH apart from other media measurement (as it's better)

ROUTE

Route measure **people who actually see** OOH ads

(not just those potentially exposed to them like other media)

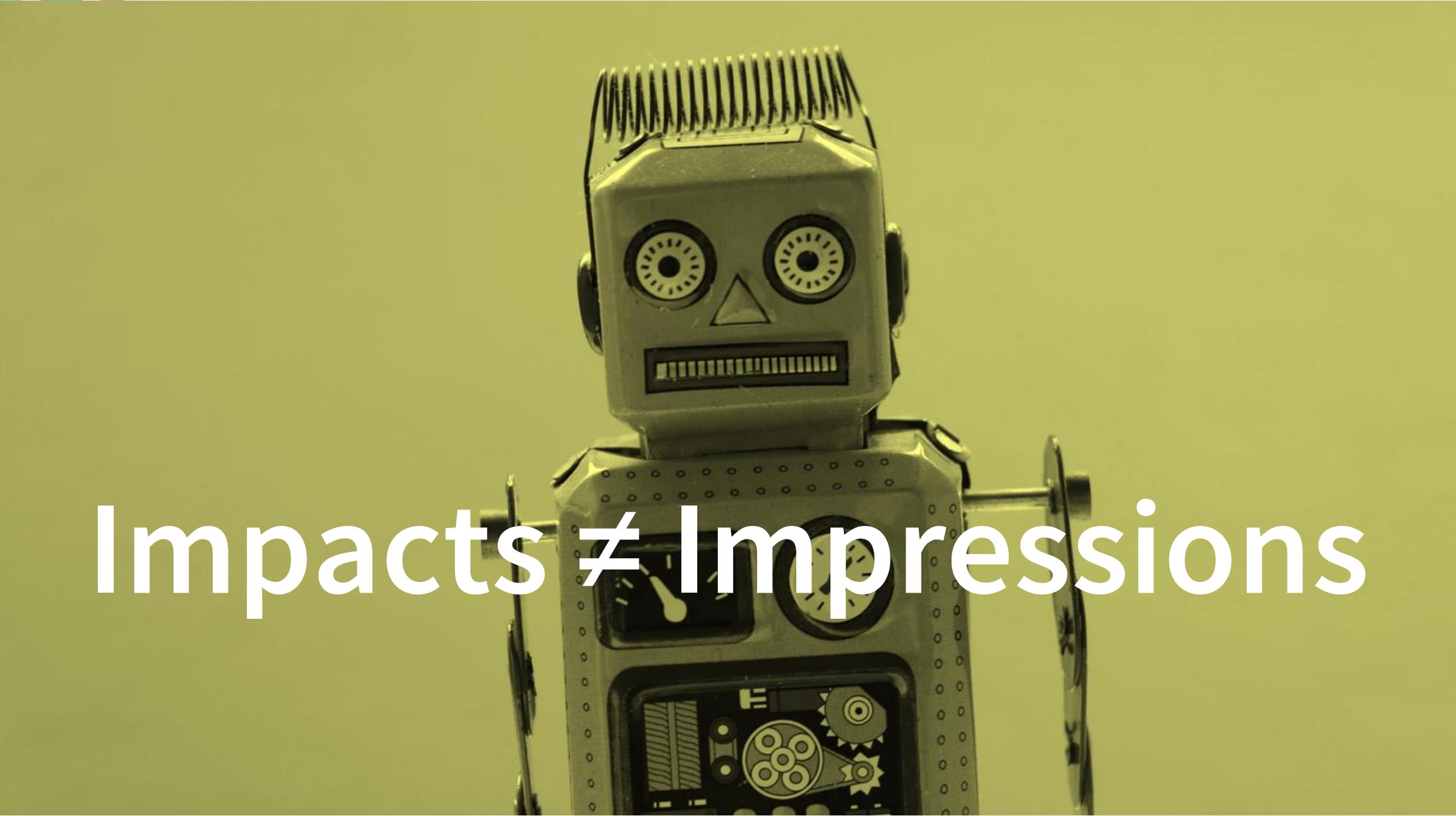We do this, using eye tracking research to adjust for attention…

What this looks like in practice…

Impacts ≠ Impressions

Defining impressions

Impression: Measurement of responses from a web server filtered from robotic activity and error codes, recorded at a point as close as possible to opportunity to see the page by the user.

Viewable impression: >50% of pixels on an in-focus browser tab on the viewable space of the browser page for greater than or equal to one second, post ad render (for video ads it's 2 seconds)
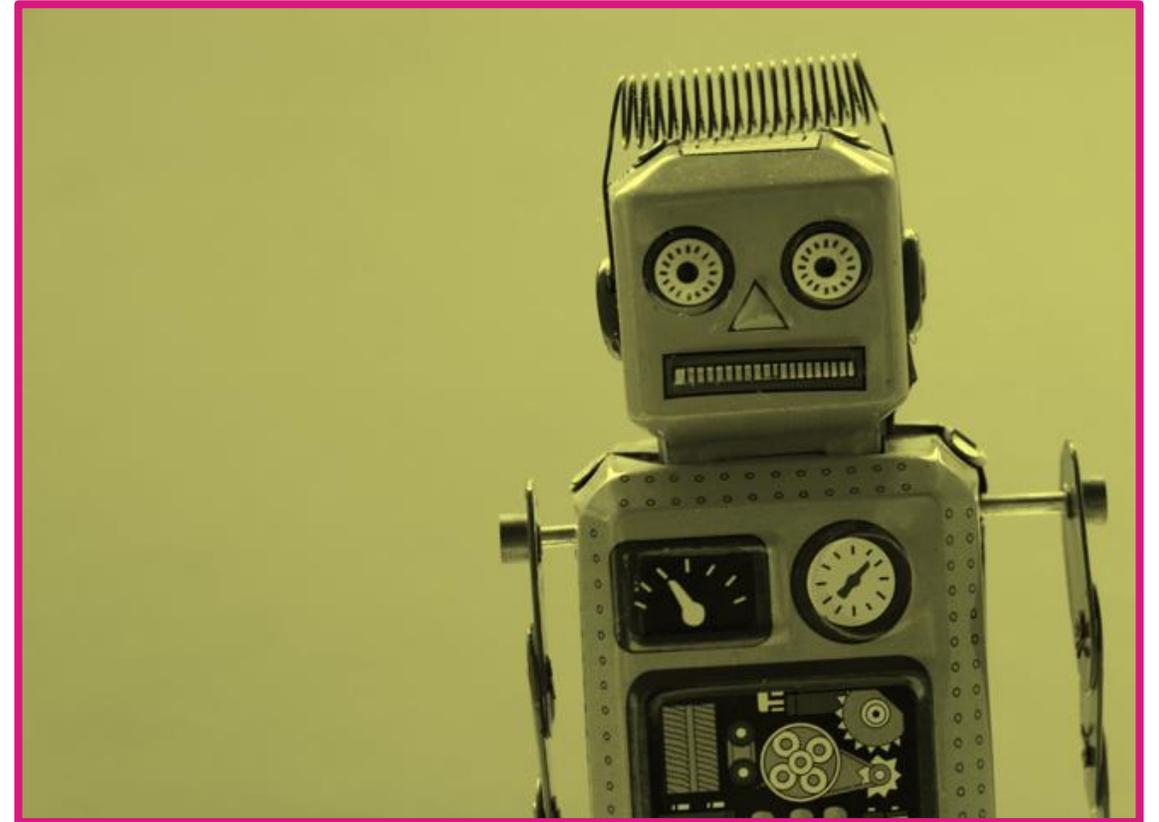
ROUTE

Whereas Route impacts are a measure of...

- People travelling within an area from where it is possible to see at least 90% of the ad

- Who are travelling in the direction of the ad

- And who are probabilistically likely to have seen it depending on:
  - The distance from the ad
  - The angle of approach
  - The time spent in the visibility area
  - The distance the ad is offset from the line of travel

The geometry of visibility research
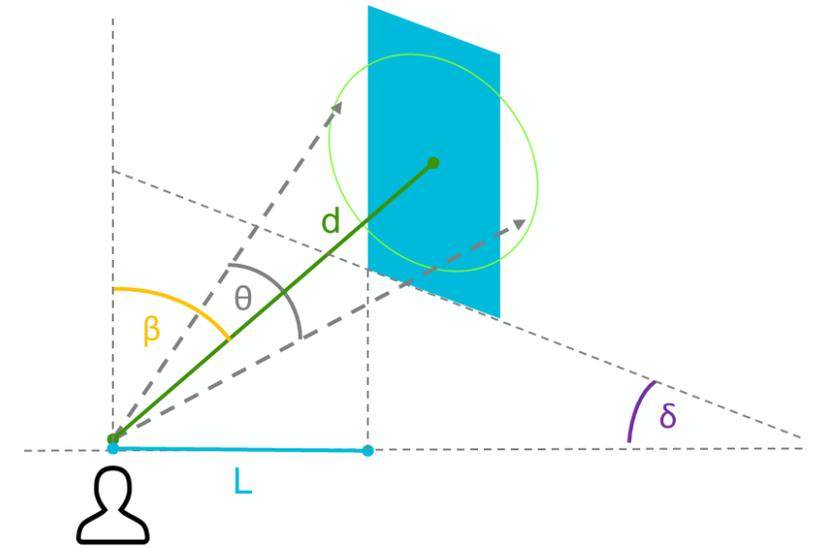
θ = visible angle (degrees)
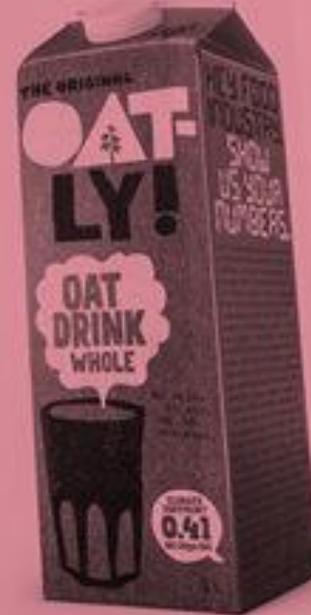d = distance (m)
δ = deflection angle (degrees)
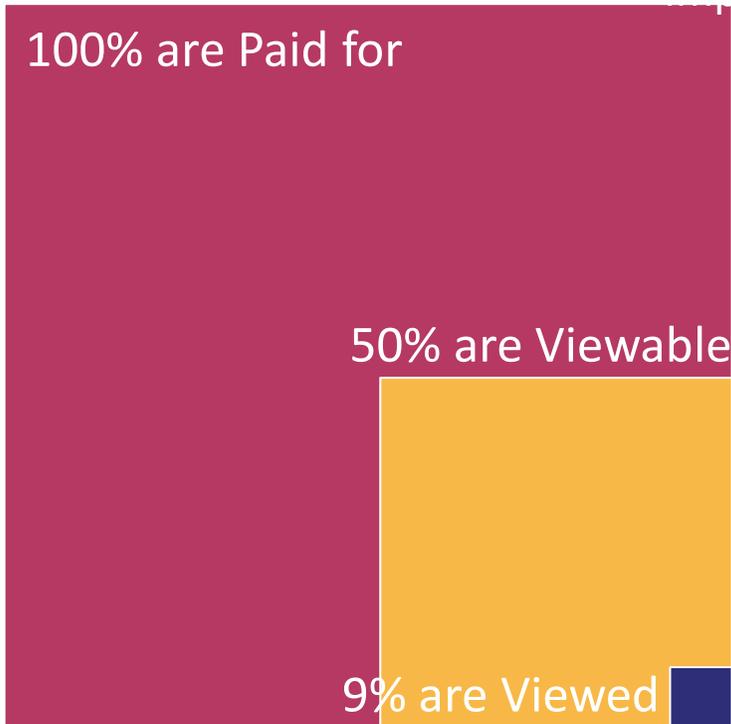β = bearing (degrees)
L = offset (m)

ROUTE

What this means for our data?

It means you can believe it and it's the best measure of actual advertising audience

Impressions over-estimate audience by up to 91%

Visibility adjusted impacts are a much better measure of the people actually seeing campaigns

Online Desktop

100% are Paid for

50% are Viewable

9% are Viewed

Online Mobile

100% are Paid for

55% are Viewable

43% are Viewed

Out of Home

100% are Paid for

100% are Viewable

100% are Viewed

ROUTE

What is Route data used for?

1. Data driven justification for spending on OOH campaigns
2. Putting OOH audiences in context with other media
3. Setting OOH apart from other media measurement (as it's better)
4. Evaluating OOH inventory on an equal basis

ROUTE

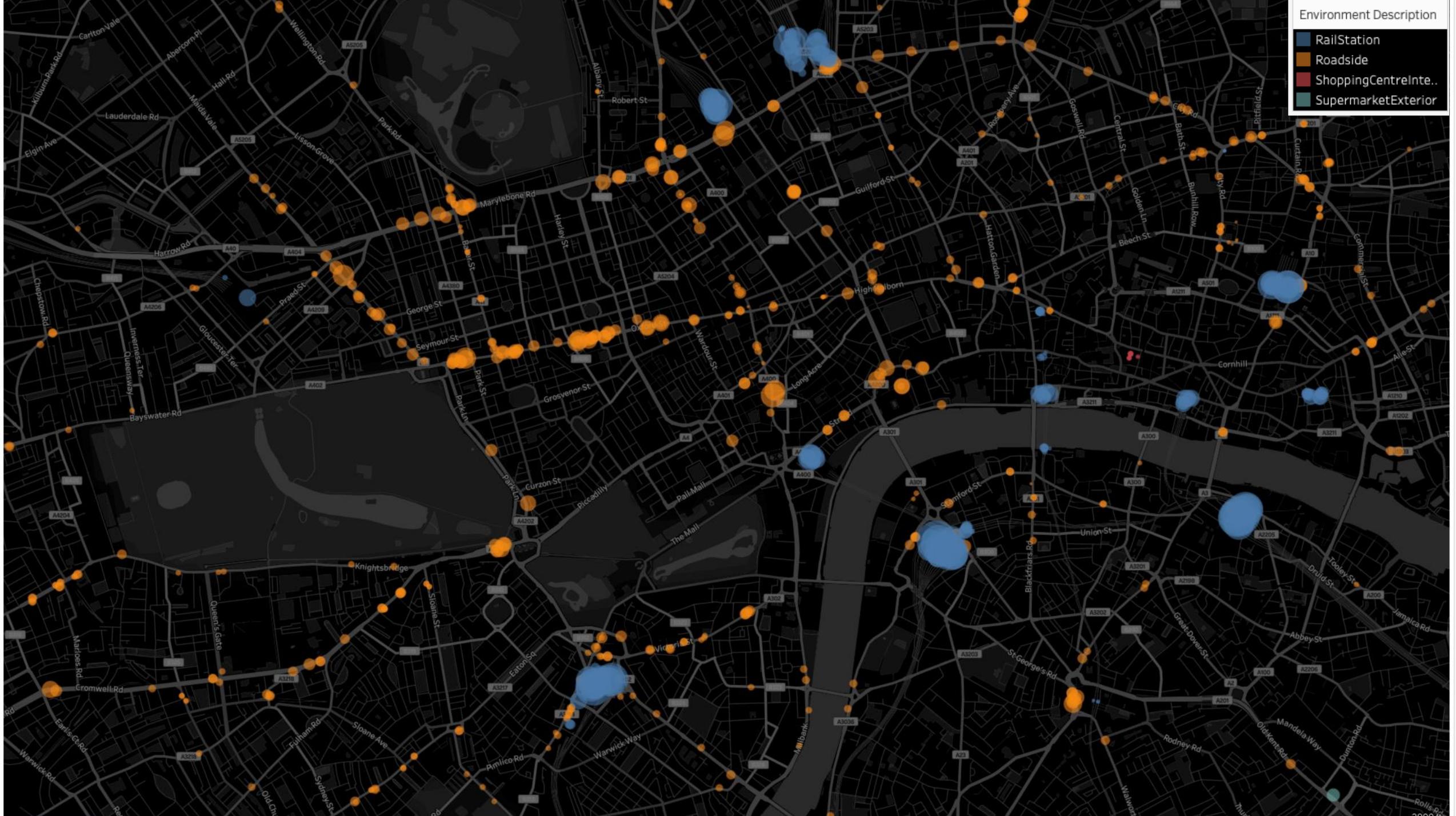# What is Route data used for?

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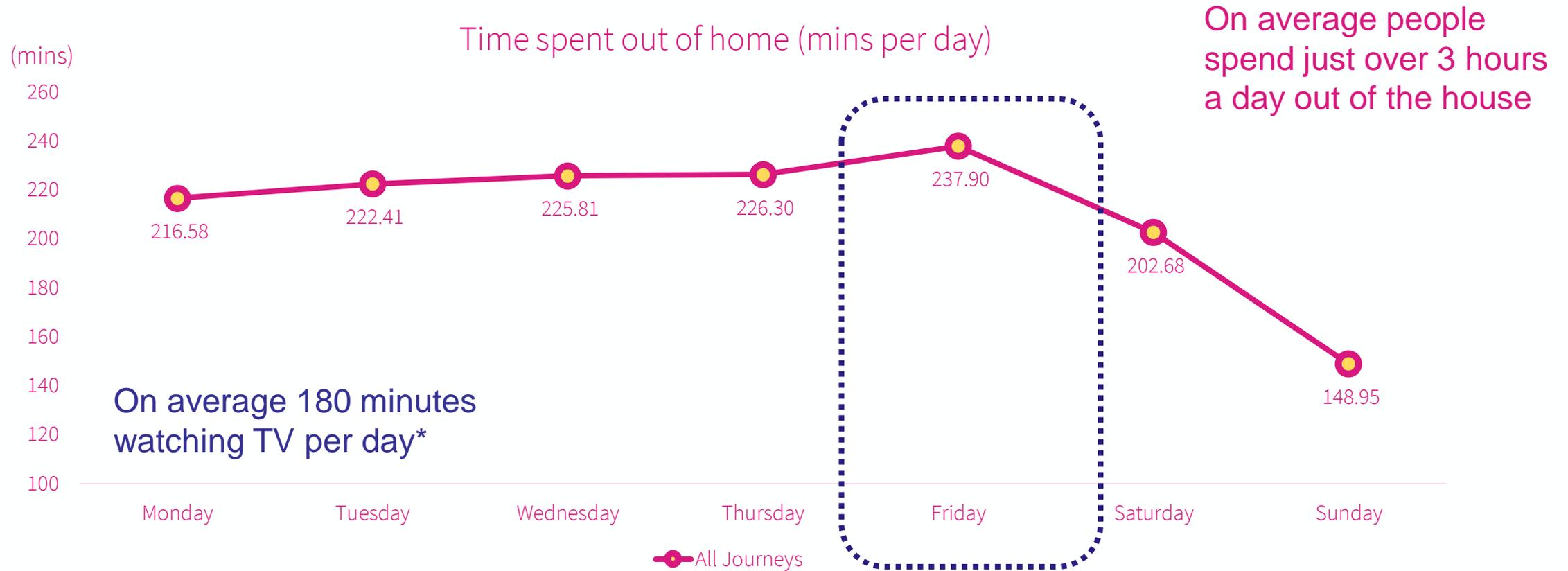
ROUTE

Fair trading...

frameID (R..	POI	Environme..	BarbRegion..	Frame Type..	Dimension ..	Total Impacts
1234930034	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	832,129
1234930030	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	709,161
1234930025	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	669,011
1234930033	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	663,490
1234930024	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	632,742
1234930023	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	529,537
1234930032	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	467,481
1234930022	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	397,959
1234930031	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	397,336
1235162662	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	326,118
1235188863	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	253,964
1234928995	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	236,976
1234928991	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	231,253
1234930035	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	197,520
1235188873	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	195,523
1234928993	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	187,521
1235188865	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	156,251
1234928990	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	140,842
1235188877	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	119,896
1235188864	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	109,357
1234928994	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	108,373
1234925533	Waterloo East	RailStation	London	Digital	6 sheet size	105,409
1235242338	Waterloo East	RailStation	London	Digital	6 sheet size	99,285
1234928989	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	83,120
1235191070	Waterloo East	RailStation	London	Digital	6 sheet size	73,620
1234925601	Waterloo East	RailStation	London	Digital	6 sheet size	73,507
1234928992	Waterloo (Rail)	RailStation	London	Digital	6 sheet size	63,410
1234930319	Waterloo East	RailStation	London	Digital	6 sheet size	57,907
1234930320	Waterloo East	RailStation	London	Digital	6 sheet size	20,976
1235248630	Waterloo East	RailStation	London	Digital	6 sheet size	11,658

Total Impacts

What is Route data used for?

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5. Enabling buying audiences rather than buying "panels"
6. Understanding general OOH behaviours

ROUTE

Time in public spaces increases through the week and is lower on weekends

Time spent out of home (mins per day)

On average people spend just over 3 hours a day out of the house

(mins)

260	
240	Friday 237.90
220	Monday 216.58, Tuesday 222.41, Wednesday 225.81, Thursday 226.30
200	Saturday 202.68
180	
160	
140	Sunday 148.95
120	
100	

On average 180 minutes watching TV per day*

Monday   Tuesday   Wednesday   Thursday   Friday   Saturday   Sunday

●━ All Journeys
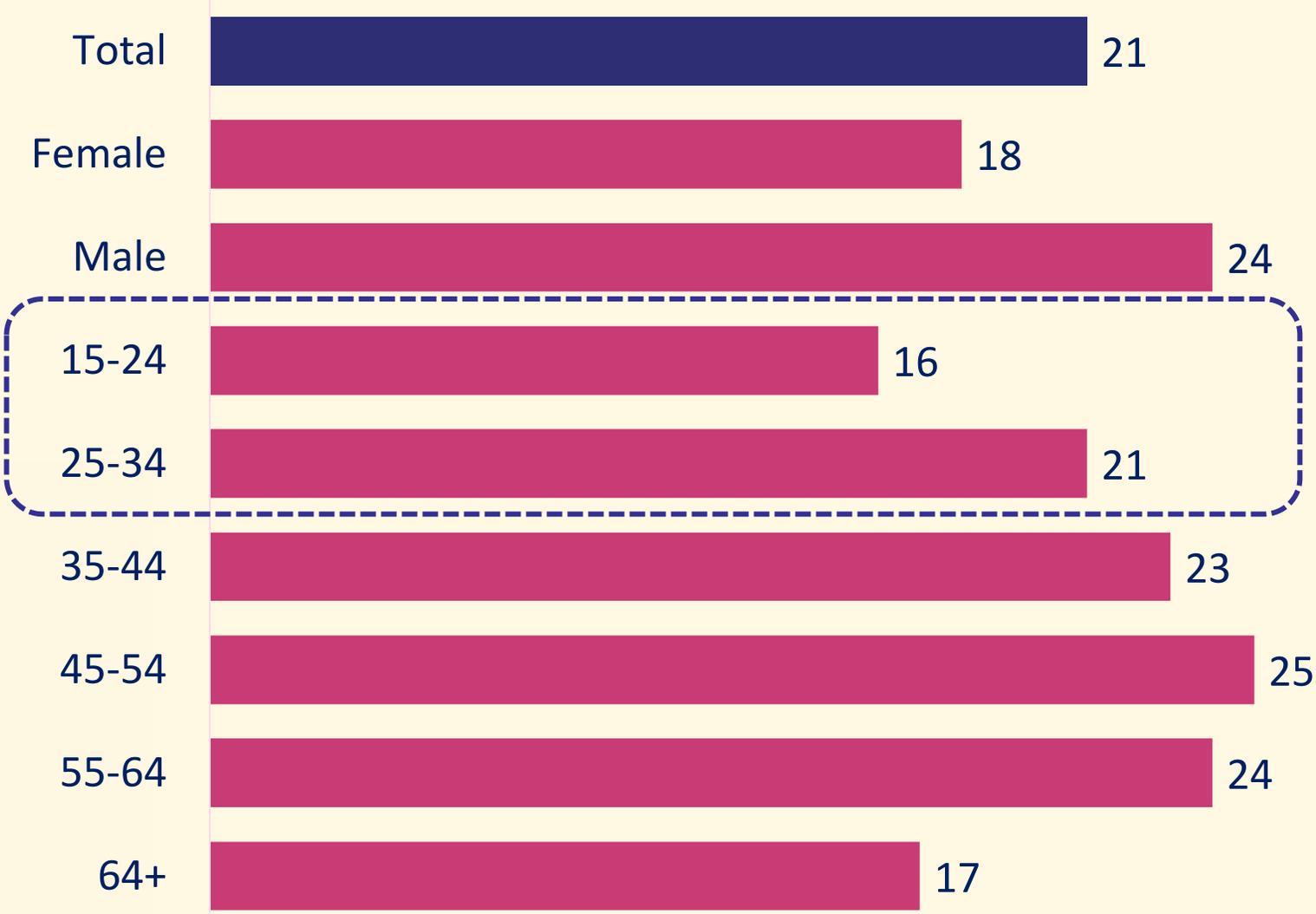
ROUTE

Younger audiences travel less than the average each day

ON AVERAGE ADULTS IN GB TRAVEL **21 MILES** PER DAY.

Category	Miles
Total	21
Female	18
Male	24
15-24	16
25-34	21
35-44	23
45-54	25
55-64	24
64+	17

People in London don't travel as far as others

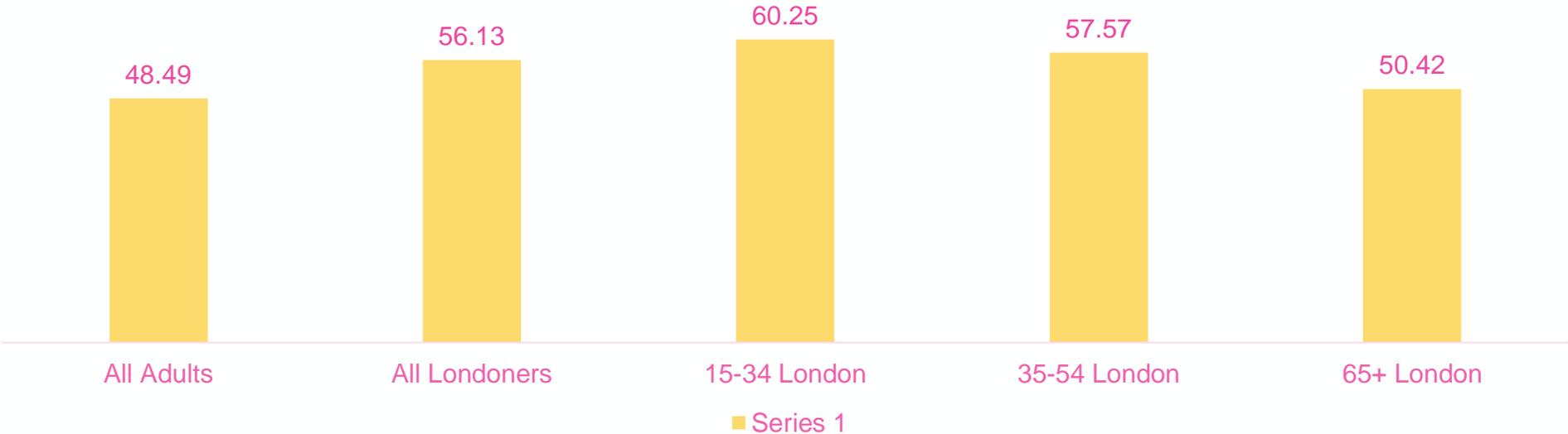| Region	Miles
Total	21
Yorkshire	21
West Midlands	21
Wales	23
South West	23
South East	24
Scotland	22
North West	19
North East	19
London	13
East Midlands	22
East Anglia	24

ON AVERAGE ADULTS IN GB TRAVEL **21 MILES** PER DAY.
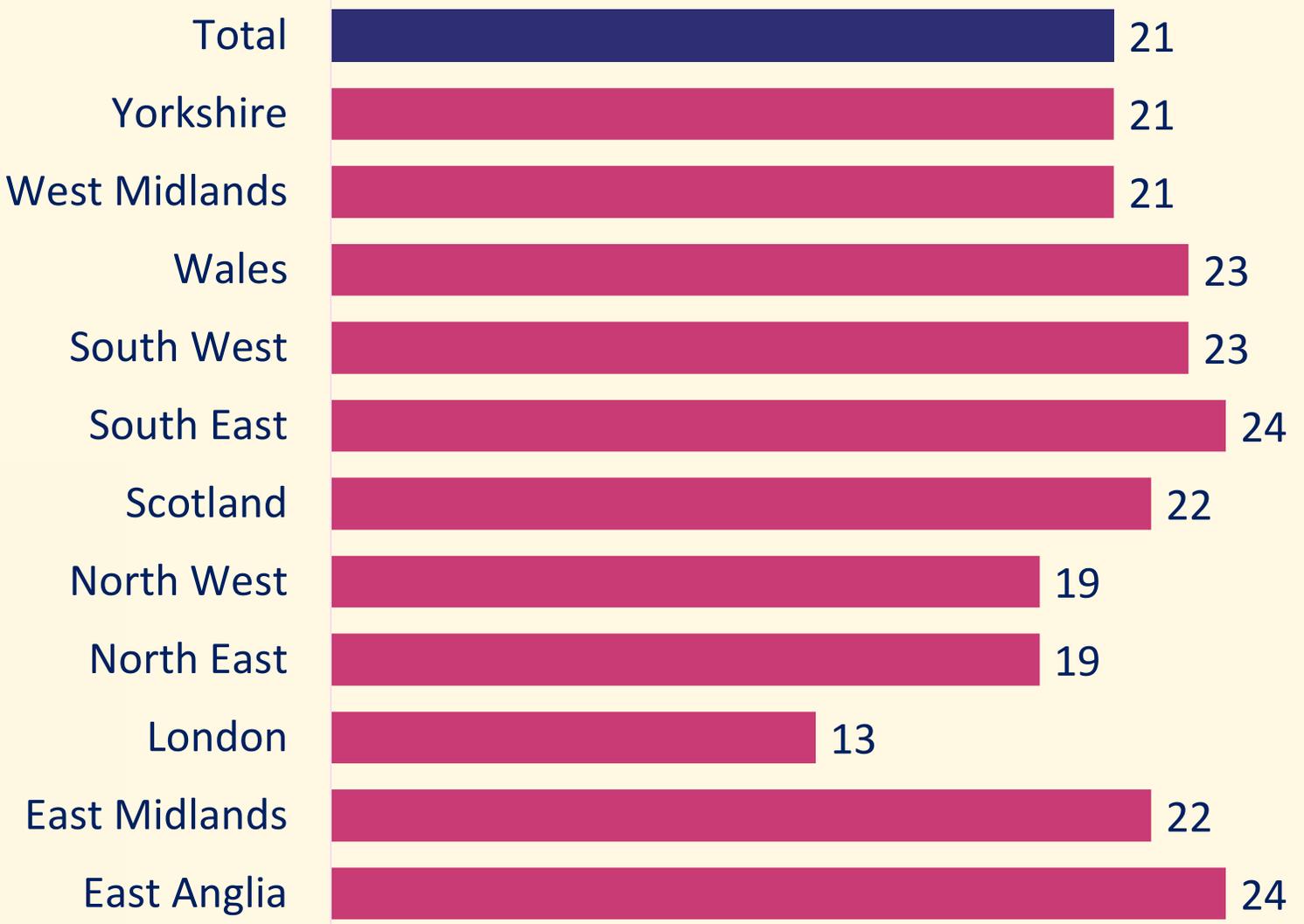
Despite this, young Londoners see the most OOH ads each week

(and more than other Londoners)

24% more than the average GB

48.49   56.13   60.25   57.57   50.42

All Adults   All Londoners   15-34 London   35-54 London   65+ London

■ Series 1

Average frequency of seeing London Digital frames

ROUTE

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4. Evaluating OOH inventory on an equal basis
5. Enabling buying audiences rather than buying "panels"
6. Understanding general OOH behaviours
7. Establish how behaviours affect different audiences and inventory

ROUTE

And different formats…
Is bigger better? large posters

Large posters over deliver audiences

Large format screens

14%

3%

Share of frames

Share of impacts
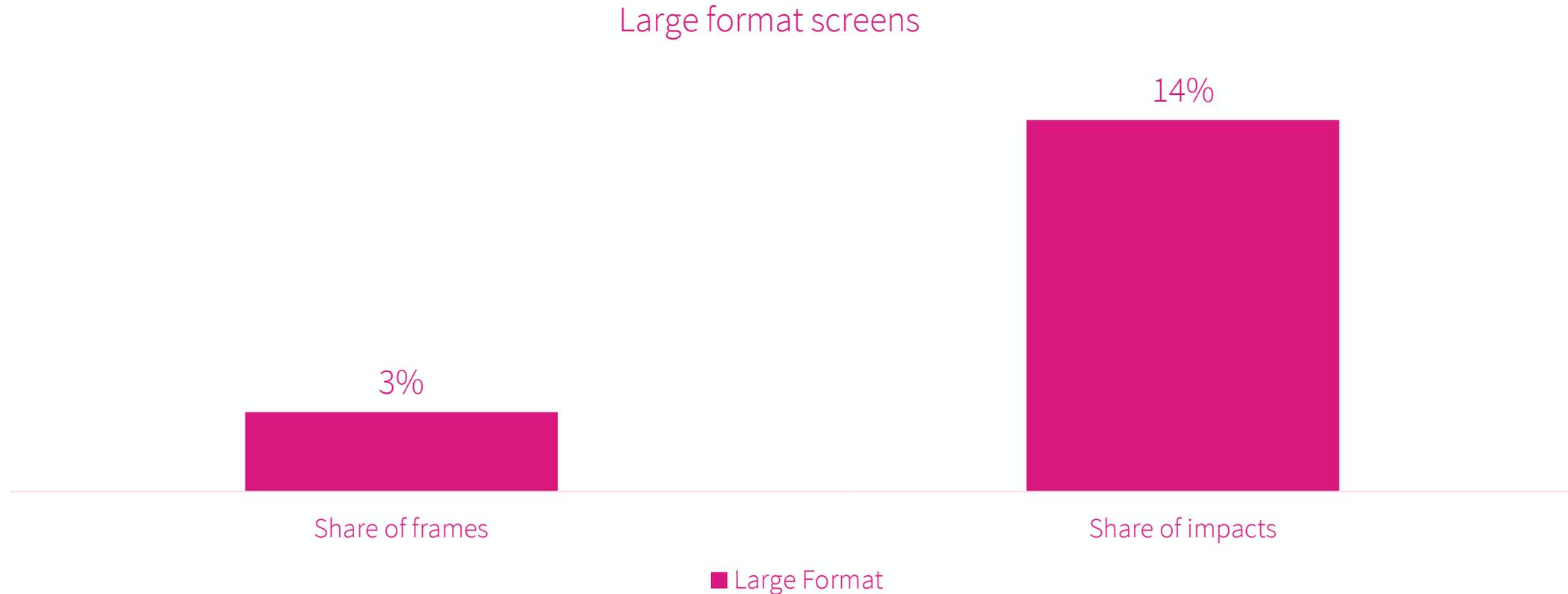
■ Large Format

Nationally, 13% of digital frames are 'large format', these account for 27% of weekly digital impacts

ROUTE

Nationally they reach 83% of adults each week but this is much higher in key cities…

Edinburgh: 98%
(237 locations)

Glasgow: 97%
(847 locations)

Manchester: 97%
(1147 locations)

Birmingham: 86%
(1200 locations)

Greater London: 98%
(5258 locations)
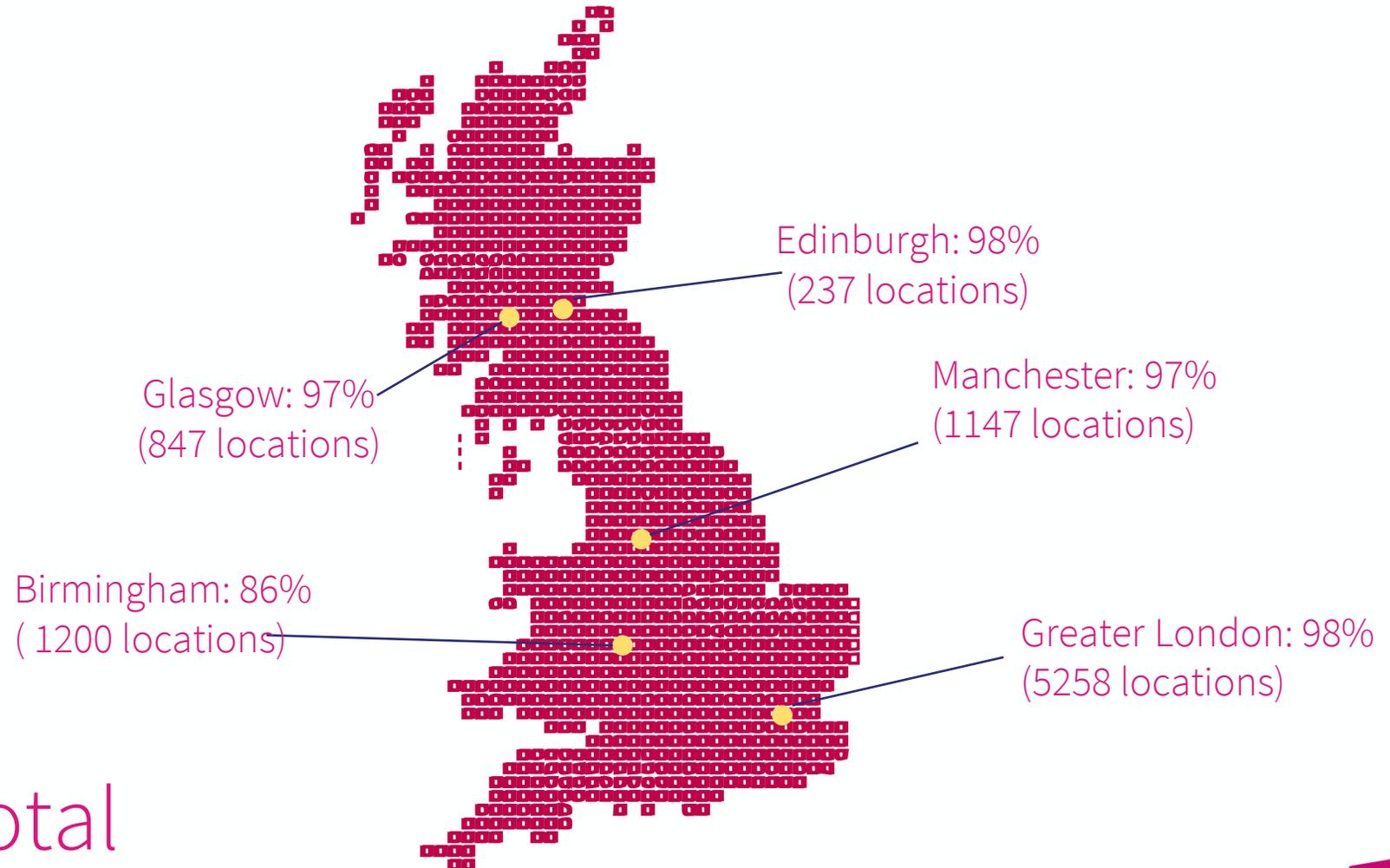
12,721 in total

ROUTE

Large posters are seen more frequently by young, affluent males
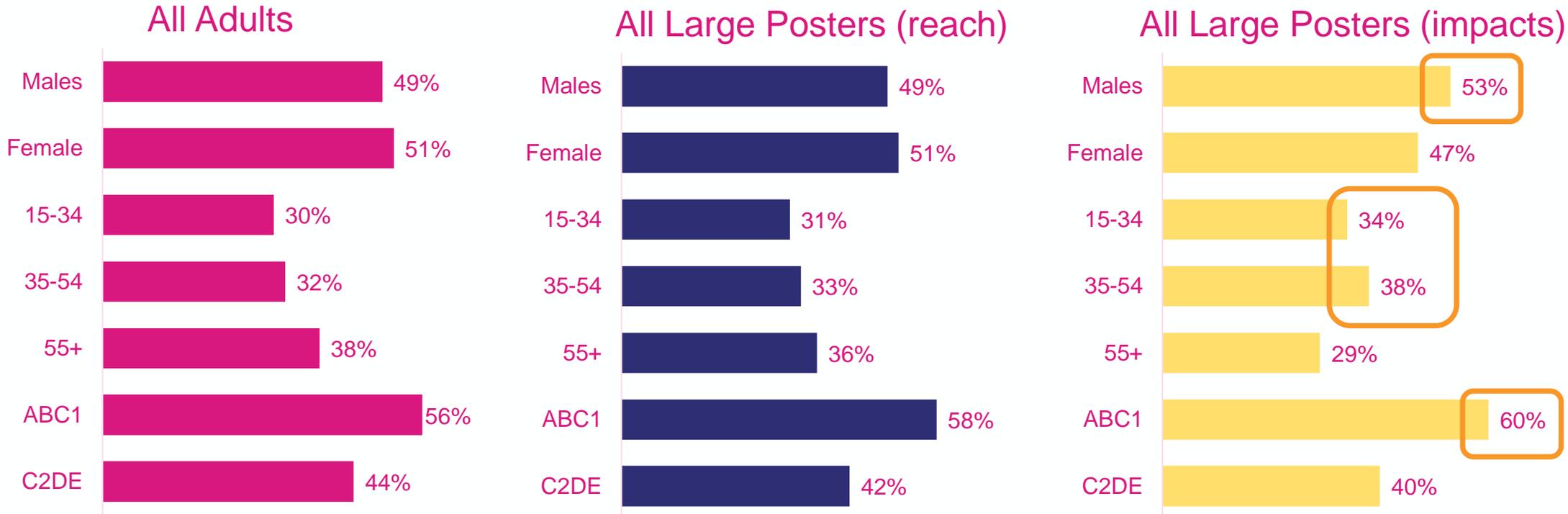
All Adults

Males	49%
Female	51%
15-34	30%
35-54	32%
55+	38%
ABC1	56%
C2DE	44%

All Large Posters (reach)

Males	49%
Female	51%
15-34	31%
35-54	33%
55+	36%
ABC1	58%
C2DE	42%

All Large Posters (impacts)

Males	53%
Female	47%
15-34	34%
35-54	38%
55+	29%
ABC1	60%
C2DE	40%

ROUTE

Summary

- Route provides OOH audience measurement in Great Britain

- It's data is used to enable trading of posters and screens on a comparable basis

- It enables a move from buying "posters" to buying "audiences"

- The data enables comparisons with other media (and shows OOH is better!)

- And also provides a point of difference in offering an attention based currency

- The common provision of data enables campaign optimization and premium pricing

- And finally it provides information about OOH behaviours and allows users to understand how this affects audiences for different inventory types

ROUTE